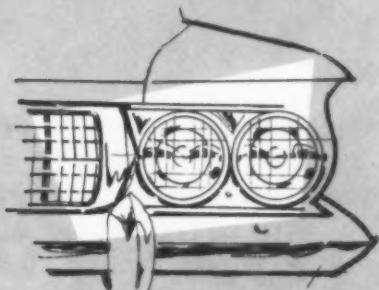
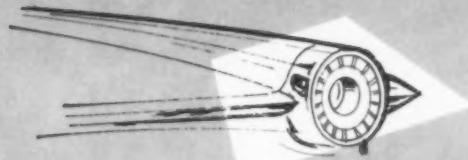


# SOUTHERN AUTOMOTIVE JOURNAL

a W.R.C. SMITH publication

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

August  
1961



1962

University Microfilms  
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## What the Dealers Think As the '62's Approach

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# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Volume 41

No. 8

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Published monthly by

W. R. C. SMITH PUBLISHING COMPANY

Editorial and Business Offices

1760 Peachtree Road, N.W., Atlanta 9, Ga.

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Please address all communications—editorial, business and circulation—to: 1760 Peachtree Road, N.W., Atlanta 9, Ga.  
Phone 874-4462

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SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 1760 Peachtree Road, N.W., Atlanta 9, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices: 1760 Peachtree Road, N.W., Atlanta 9, Ga. Second-class postage paid at Atlanta, Ga., and at additional mailing offices. Subscription Rates: United States and Possessions, \$1.50 per year; Canada and Foreign Countries, \$10.00 per year. Postmaster: Send notices by Form 3579 to 1760 Peachtree Road, N.W., Atlanta 9, Ga.

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Southwestern States Since 1921

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(through a program of combining education officials of South Carolina and shop owners to train men from within the shops' own ranks.)



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# THE QUALITY BRAKE SET

## *In the Low Priced Field*

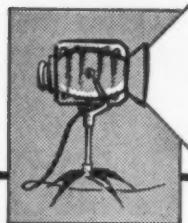
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—then chilled.
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checked by gauges.





## Automotive SPOTLIGHT

August 1961

Next month brings into the open half or more of the '62 models. A great number will be little more than redone grilles and fenders, but there'll be some new items, such as the Chevy II with its optional four or six cylinders to give buyers something besides the Corvair in the low-price line and something a bit different from the Corvair. Units not bowing next month will roll out in early October.

Dealers generally have been experiencing a good "clean up." All hasn't been as delightful as many would have preferred, and that's especially true when you look in the net-profit column. For many franchise holders, the compacts have been no boost to profit. Just what Southern and Southwestern dealers think along these lines is laid out in detail beginning on page 33. The fact that dealerships have been declining for a net drop of slightly more than 100 a month the first six months of this year should tell you that the smalls are getting bigger—or going out of business—as their numbers grow slimmer.

A lively Southerner has moved into a top industry spot. He's Thomas J. Fountain, Jr., of Decatur (Atlanta). The Georgian was lifted from first vice president to the presidency of the 40,000-member National Congress of Petroleum Retailers. Some years ago he headed up the 3,500-member Georgia Association of Petroleum Retailers (probably the biggest state automotive group in the world). Fountain strongly believes that stations are going to be accounting for a rapidly expanding segment of the repair market, with more and more of them employing trained mechanics able to do satisfactory work—not men who pose as skilled repairmen.

And a Southwesterner has given up a big job. He's Lester Lum "Tex" Colbert, the 56-year-old son of a Texas cotton buyer, who finally decided to yield the board chairmanship and presidency of Chrysler Corp. (page 11) after three years of being harassed by disgruntled stockholders and others. He was, in turn, named chairman of Chrysler of Canada. His successor is Lynn Townsend, 42, who has had a year or two of automotive manufacturing experience, but has been an accountant most of his life, except when he was a Navy finance officer on a carrier during World War II.

Is there a future for this engine? It's the prototype developed and built in the Beacon, N. Y., research laboratories of Texaco, Inc., which has been running around the countryside for some weeks. It's described as a lean-mixture, stratified-charge, spark-ignited powerplant that can run on gasoline, diesel fuel, jet fuel or even on furnace oil. It's said to use a process to burn the fuel-air mixture containing less than half as much fuel in the usual combustion chamber. It has no carb, but there's the problem that right now it costs more to install because it requires fuel injection. It may give twice the mileage, but currently the tests show it has a slow take-off.

A fireball Tarheel brought home the bacon from St. Paul, Minn. Bryan Davis, who operates a big garage at Raleigh, decided that the '62 convention of the Independent Garage Owners of America should be held next summer at Asheville. He managed to shove aside the invitations from other sections and the St. Paul convention last month nodded in Asheville's favor (page 41).



### *Sealed Power Stainless Steel Oil Ring*

**THIS OIL RING PROTECTS YOUR SHOP'S REPUTATION**

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Stainless Steel oil ring—your ability to turn out a good overhaul—and you have an unbeatable combination.

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## Automotive MARKETS

### Garagemen Don't Love "Shade Trees"

**I**IT'S news to anyone, garagemen aren't falling more in love with their "shade tree" competitors. What's more, the garagemen are getting more dander-upped than ever over the way so many jobbers extend discounts to the repairers with no roof.

Competition is keen enough among the "legitimates," without wholesalers continuing to muddy the net-profit waters, one veteran and highly respected Southeastern garageman pointed out to SAJ editors last month.

"The wholesalers say they want to work with us, and then they turn around and sell everybody at the same price they give us," he went on. "If this thing keeps up, you know what we're going to do about it."

As for the great trend of service stations to wade deeper into car repairing, that may prove to be a boon for garagemen, said this shop owner. "These stations are going to be joining us in putting the bite on jobbers to clean up their pricing policy," he said.

One long-time Oklahoma wholesaler reported to SAJ last month:

"We have broken our long-maintained ethical-jobber code. We sell anybody wholesale to stay in business."

The many fine state wholesaler associations over the South have generally steered clear of the opposing views held by wholesalers on this entire subject. Jobbers have pointed out that garagemen have contributed to the mess by often arranging for their personal friends to buy items—and at wholesale, too.

### Licensed Drivers Near 25 Million in South

**C**LOSE to 25 million persons have been registered to drive motor vehicles in the South and nearly 700,000 more are on the way to being registered by holding "learners' permits," according to the Atlanta, Ga., field office of the U. S. Department of Commerce.

Of the 24,882,131 total, Alabama last year had 1,320,922 operators' licenses in force; Florida, 2,658,883; Georgia, 1,791,253; Mississippi, 747,442; North Carolina, 2,000,284; South Carolina, 1,097,016; Tennessee, 1,604,237; Arkansas, 810,825; Louisiana, 1,308,427; Oklahoma, 1,223,151; Texas, 4,352,168; Delaware, 231,288; Maryland, 1,480,034; Virginia, 1,827,232; West Virginia, 832,947; Kentucky, 1,253,649, and the District of Columbia, 342,346.

The figures represent an average of around two motor-vehicle operators' licenses for every three persons 14 years old and over living in the region.

During the 1950's, the number of motor-vehicle operators' licenses rose by 52% in the South, with all the 16 states and the District of Columbia sharing in the gain. In Florida, the number more than doubled, with its 104% advance standing second in the nation, Merrill C. Lofton, Commerce Department field manager, said.

Alabama recorded a 55% rise; Georgia and Tennessee, 51; Mississippi and Oklahoma, 31; North Carolina, 50; South Carolina, 32; Arkansas, 37; Louisiana, 54; Texas, Delaware and Virginia, 56; Maryland, 67; West Virginia, 22; Kentucky, 36, and the District of Columbia, nine percent.

Florida advanced in rank among all states from 17th place in 1950 to ninth last year; Texas, from seventh to sixth; North Carolina, from 16th to 13th; Virginia, 19th to 15th; Maryland, 24th to 19th; Tennessee, 21st to 18th; Georgia, 18th to 17th; Alabama, 25th to 24th, and Louisiana, from 47th to 46th.

Including Florida, ten of the 16

Southern states exceeded the national average in increases in operators' permits in 1960 over 1950, the Commerce Department said. They were Louisiana, Texas, Delaware, Maryland, Virginia, Alabama, Georgia, North Carolina and Tennessee.

The figures show how the South has progressed steadily.

### Here's How Compacts Are Being Used

**R**ESEARCHERS have discovered these facts about owners of compact cars, according to Frank Walter, Plymouth chief engineer-director of product:

They use the car more for commuting and less for pleasure; they drive about ten per cent fewer miles per week than the standard-size car owner, they go on fewer long trips, they expect to keep their cars longer, they are younger, their income is slightly higher and they are more interested in travel, clothing, life insurance, education and in investment.

•

**Harry B. King** (shown here) has been appointed Southwestern regional sales manager of Ford Division of Ford Motor Co., with offices in Dallas, succeeding R. R. Anfin, who retired after 36 years with the company. A native of Atlanta, Ga., King joined Ford in 1934 as a clerk in the Jacksonville, Fla., sales office.



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## Next Month's Editorial Menu

### Maintaining Net Profit

"It's not what you make—it's what you keep that counts."

You've heard that since you were a child and it's as true today as in '21 when this publication began serving the automotive South.

But you didn't have the variety and the weightiness of taxes and governmental regulations which crimp your ability to take home money of the size to impress the wife.

How some other automotive men are managing to squeeze out respectable profit will be laid out with details so that you can see if there are some changes you can make to fatten that pocketbook when you head homeward.

"The Growth of an Independent"—how a garageman went about steadily building up his sales volume—will be another highlight of the September issue, which will be preceding the annual new-car issue coming out in October.

### TECHNICAL-WISE

"Valve Timing on the Compacts" will leak out from Technical Editor Ed Lowery's pen. You don't have to be told that to assure peak performance the valve timing must be exactly on the specs.

For body shop interests, he'll talk about door alignment, door hinge and striker adjustments on the Rambler.



## Automotive NEWS BRIEFS

### Tidewater Dodge Dealers Offer "Hot" Savings

A SPECIAL "Heat Wave" promotion, sponsored by the Tidewater Dodge Retail Selling Association, featured substantial new-car price savings based on July temperatures.

"The hotter the weather, the more customers save on new cars," explained Harry Addison, chairman of the association and operator of Livermon Motor Co., Portsmouth, Va. "For every degree above zero the thermometer registers, prospects are given \$1.50 off the sticker base price. At 90°, for example, \$135 is saved."

Other campaign merchandising suggestions included a \$1 discount per degree on used cars and a one cent per degree discount on oil changes and lube jobs.

Sales promotion ideas included window and wall signs featuring a thermometer as an emblem, a large dummy thermometer with a movable arrow indicating the current outdoor temperature and electric fans to "keep this hot car cooled off." Salesmen wore lapel thermometers, red jackets, sun helmets and Panama hats.

JANUARY		APRIL		AUGUST		DECEMBER					
S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	25	26	27	28	29
30	31						25	26	27	28	29

**Looking Ahead**

#### DEALERS

Aug. 20-23—Annual convention of Automobile Dealers Association of West Virginia, The Greenbrier, White Sulphur Springs.

Oct. 29-31—Annual convention of Florida Automobile Dealers Association, Galt Ocean Mile Hotel, Fort Lauderdale.

Nov. 12-14—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 25-27—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs.

Jan. 14-17—Annual convention of National Independent Automobile Dealers Association, Stardust Hotel, Las Vegas.

Feb. 3-7—Annual convention of National Automobile Dealers Association, Convention Hall, Atlantic City, N.J.

March 18-19—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

April 8-10—Annual convention of Au-

tomobile Dealers Association of Alabama, Montgomery.

April 22-24—Annual convention of Automotive Trade Association of Virginia, Golden Triangle, Norfolk.

May 6-8—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.

May 16-17—Annual convention of Missouri Automobile Dealers Association, Elms Hotel, Excelsior Springs, Mo.

May 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington.

#### GARAGEMEN

Aug. 18-20—Annual convention of Independent Garage Owners of North Carolina, Sir Walter Hotel, Raleigh.

Sept. 15-17—Annual convention of Independent Garage Owners of Georgia, Ida Cason Callaway Gardens, near LaGrange.

#### WHOLESALE

Aug. 13-15—Annual convention of Kentucky Automotive Wholesalers Association, Phoenix Hotel, Lexington.

Oct. 11-14—Annual convention and booth conference of Automotive Wholesalers of Texas, Granada Hotel, San Antonio.

Oct. 27-29—Fall convention of Virginias-Carolinas Automotive Wholesalers Association (for members only),

The Greenbrier, White Sulphur Springs, W. Va.

Oct. 29-31—Annual convention of Virginia Automotive Wholesalers Association, Hotel Roanoke, Roanoke.

Nov. 9-10—Annual convention of South Carolina Automotive Wholesalers Association, Fort Sumter Hotel, Charleston.

Nov. 16-18—Annual convention of Florida Automotive Wholesalers Association, Americana Hotel, Miami Beach.

Dec. 7-14—44th annual meeting and manufacturers-distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago. Feb. 28-March 3—International Automotive Service Industries Show, Navy Pier, Chicago.

May 20-23—Annual convention of Automotive Engine Builders Association, Sheraton Cadillac Hotel, Detroit.

Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

#### GENERAL

Oct. 30-Nov. 2—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Nov. 8-10—Annual convention and trade show of Automotive Parts Builders Association, Biltmore Hotel, Los Angeles.

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Top: Lynn A. Townsend  
Above: L. L. "Tex" Colbert

## Townsend Heads Chrysler After "Tex" Resigns

A 42-YEAR-OLD former accountant became president of Chrysler Corp. late last month after the long-expected resignation of Lester Lum "Tex" Colbert, 56, as president, chairman of the board and a director.

Lynn A. Townsend, who has been administrative vice president of Chrysler for less than a year, took over the helm. Earlier he was with the accounting firm of Touche, Ross, Bailey & Smart, which served Chrysler until 1957. He is a native of Flint, Mich.

Colbert was the third chief executive of the corporation, stepping in 1950 into shoes which had been occupied by the late Walter P. Chrysler and, subsequently, K. T. Keller. The regime of Colbert, a native of Texas and quite proud to admit it at any time, has been under attack from disgruntled stockholders and others for about the last three years.

The Texan became chairman of

the board in April 1960 when William C. "Bill" Newberg became president, a position he relinquished two months later due to his interests in suppliers and which has led to suits and counter-suits.

After a vacation, Colbert will assume his new position as chairman of Chrysler of Canada. In his letter to the directors, he said of his resignation:

"I have deliberately come to this decision in order to facilitate the efforts of the non-officer directors to establish new senior top management of the company. Having gone through, as chairman and president, perhaps the most trying year in the history of the company, which I am happy to say is now in a sound, strong financial position, and having been the undeserved target of a great deal of unwarranted harassment, any personal desires on my part to continue to head the company should give way to considerations of what seems to be best for the company, its employees, its stockholders and its dealers."

## Big Marketing Changes Predicted Just Ahead

A MASSIVE growth in the national economy is coming in the 1960's, but many businessmen must change their methods of doing business to share in it, an official of a major rubber company said at Miami July 29.

Addressing a Better Business Division Seminar of the Miami-Dade County Chamber of Commerce, Don C. Miller, vice president—marketing of The B. F. Goodrich Co., predicted "drastic changes in the wants, needs, interests and buying capacity of the American public."

He listed three major trends which, he said, will change the outlook and spending habits of the American people during the present decade:

1.—An increase of nearly nine million young adults in the 18 to 24 age bracket between 1960 and 1970.

2.—An ever-increasing flow of new products, new methods and new efficiencies resulting from the present high rate of industrial research and development.

3.—An expected increase in government expenditures of "at least five per cent per year" during the



Thomas J. Fountain, Jr., service station operator of Decatur (Atlanta), Ga., has been elevated from first vice president to president of the 40,000-member National Congress of Petroleum Retailers. He's a past president of the 3,500-member Georgia Association of Petroleum Retailers and has been a director of NCPR since 1955. He succeeded Cash B. Hawley of Detroit.

coming eight to ten years.

"As a result of these factors, businessmen will be dealing with a quite different kind of customer than they have grown accustomed to during the past ten years," Miller declared. "They will be younger and will need the products and services associated with young, growing families. They will be shrewder judges of real values and will want simplicity in design, ease of maintenance, less ornamentation, and larger product life.

"Customers will divert increasing portions of their budgets to recreation, travel and outdoor pursuits. They will willingly use broad credit plans to finance themselves.

"They will demand convenience in shopping and will favor the large, varied, one-stop shopping-center type of store.

"The rewards will go to the businessmen who are most willing to study the changing habits and new outlooks of the buying public, and then alter their business operations to take advantage of them."

## American Motors Names Kouns

L. T. "Doc" Kouns has been appointed manager of American Motors Corp.'s Dallas zone, succeeding T. J. Sloggett, who was assigned to the company's central office staff.

# PROTECT YOUR VALVE JOBS

**Keep your reputation good by keeping your customers happy**

**Here's the secret...**

Customers who are sold on the good work you do keep coming back for more. Bring you more service business and bigger profits. To keep your customers sold, use the motor oil that gives valve jobs top protection for smooth, customer-pleasing performance.

That oil is Pennzoil—the world's richest, most complete motor oil. So rich, it gives double the protection demanded! So complete, users never need extra additives! Because the special power ingredient, Z-7, keeps parts *clean*—stays on the job for the full life of each oil change.

Pennzoil Z-7 makes customers happy . . . builds more business . . . boosts your profit! So protect *all* your engine jobs with Pennzoil. Call your Pennzoil distributor, listed in the Yellow Pages, or write Pennzoil, Oil City 33, Pa.



## 2 Great Motor Oils!

This great pair of 100% pure Pennsylvania Motor Oils with Z-7 stays tough full time—keeps moving parts clean and free of excessive wear. Use them—recommend them, for top customer satisfaction.

**Famous Pennzoil with Z-7**

**In all correct service grades.**

**Pennzoil 10W-30 with Z-7,**

**world's only oil-rich,  
multiple-viscosity oil.**



*Member Penn. Grade Crude Oil Assn., Permit No. 2, Oil City, Pa.*

## AMA Offers New Edition Of Service Guide Book

PUBLICATION of a new edition of its widely-used guide for automotive service instruction in schools has been announced by the Automobile Manufacturers Association.

First published in 1951 and revised in 1956, "Standards for Automotive Service Instruction in Schools" is the work of a team of experts from the automobile industry and appointed members of the American Vocational Association, with a number of high school automotive instructors also involved.

Made available nationally through a special grant by AMA, the book identifies good practices and establishes helpful directives for schools providing instruction in the field of automotive mechanics and teacher education. It offers advice on such subjects as opportunities in the automotive service industry, student guidance, setting up of shops and buildings, and detailed lists of necessary supplies and equipment for these schools.

Initially 5,000 copies of the new edition are being distributed for use by educators and others. The booklet is a complete revision of the 1956 edition based on a national survey and evaluation by the AMA educational services director.

## Alarm Warns Motorists Of Radar Traps

A SELF-POWERED electronic alarm that "beeps" to warn the motorist of radar speed traps ahead has been announced by Mortronic Radar Detection Devices of Chicago.

"Radar-Gard" detects radar beams as far away as one-half mile from the source, then sounds off, it was claimed. The distance is said to be twice that necessary to allow the motorist to reduce his speed before entering the radar-patrolled zone.

"This is more than just a device to help the motorist avoid a speeding ticket," a company spokesman said. "It can also help reduce accidents by making the driver more conscious of the speed limit."

The instrument uses printed circuits and eight transistors. It operates on two 1,000-hour penlight batteries, good for approximately 35,000 miles of driving. No wires or antenna are needed. Volume can be adjusted to meet driving conditions and unit can be turned off when not needed.

It weighs 15 ounces and comes in a leatherette case which can be clipped to the sunvisor.



H. F. "Red" Reagin (right) is shown being congratulated on being installed last month as the president of the East Atlanta Exchange Club by Dr. Paul B. Turrentine, president of the Georgia State Exchange Clubs. Reagin is a past president of the Independent Garage Owners of America and of the IGO of Georgia.

## Finance Plan Eases Equipment Buying

UNIVERSAL C.I.T. Credit Corp., New York, has announced a financing plan that will enable garages,

## Britain's MG Sports Car Gets 11 1/4% Power Increase

LARGER INLET and exhaust valves increase the power of the 1962 model of Britain's famous MG sports car by 11 1/4% over this year's model, the MGA 1600.

Engine of the new model, recently introduced by British Motor Corp., is a 1622cc, four-cylinder, OHV type, fitted with twin S. U. carburetors, which will develop 90 brake horsepower at 5,500 rpm, compared with 80 hp of the older version. Compression ratio has been upped to 9:1 and the rear axle ratio raised to 4.1:1.

The bigger engine gives faster acceleration and a top speed of over 100 mph, although it is said still to deliver 25-30 mpg.

Three-point seat belt anchorages are built on all BMC sports cars shipped since June 1, 1961. Independent front suspension and hydraulic shock absorbers reportedly assure roadability and ease of handling.

The Mark II is fitted with large hydraulic drum brakes on the rear wheels and 11" disc brakes on the front wheels. The only changes in body styling are placement of the rear lights on the body horizontally instead of on the fenders vertically. The radiator grille has been redesigned to protect it from parking dents and quality leather has been used more extensively in cockpit upholstery.

service stations and similar establishments to buy automotive equipment ranging from battery chargers to hydraulic lifts and pay up to 90% of the cost in equal monthly installments.

In addition to chargers and lifts, items eligible for financing include gasoline pumps, lubricating equipment, compressors, hoists, dispensers for oil, grease and kerosene, honing machines, testing and tune-up equipment, grit removers, reborers, welding equipment, wheel, axle and frame alignment equipment, valve grinders, jacks and many others.

The plan includes group credit life insurance that provides for payment of outstanding balances up to \$10,000 in the event of the purchaser's death. It also includes property insurance protecting both purchaser and seller against theft of the equipment or damage resulting from fire, storms, floods, tornadoes, lightning, earthquakes and the like for the duration of the time sales contract.

Terms range up to 36 months, and a minimum down payment of ten percent is required. Either new or used equipment may be financed.

Universal C.I.T. is a subsidiary of C.I.T. Financial Corp.



**Rogers**

## has the stockpile

the right stockpile of old engines! These will be remanufactured into superior

Rogers engines. Not all of them . . . some will be rejected. Rogers is choosy—to protect its reputation and yours, too! Today and everyday, you can select from 358 different models of Rogers remanufactured engines. Stocked for immediate delivery by your Rogers distributors. Your reputation rides with the engines you install . . . so install Rogers engines exclusively!

**ROGERS**  
Remanufactured  
**ENGINES**

## Cyanamid and Walker Join On Smog Control Device

PRODUCTION of an economically priced catalyst-muffler combination that will reduce smog-forming hydrocarbons, as well as carbon monoxide, in exhaust gases is in the offing, according to T. P. Turchan, general manager of Cyanamid Organic Chemicals Division, and R. I. Hahn, president of Walker Mfg. Co.

The two companies began joint development work early in 1960, although both had been working independently on the project for several years. They plan to submit a motor vehicle smog control device to the California Motor Vehicle Control Board, it was announced.

The joint program was said to have been aimed at developing a device that can be installed easily on motor vehicles already in use, as well as for factory installations on new models. Results indicate a performance well within the California specifications.

## Mack Trucks Names Dykstra President

NICHOLAS Dykstra has been named president, chief executive officer and director of Mack Trucks, Inc., by C. A. Johnson, chairman of the board of directors.

Dykstra was most recently vice president of finance and director of McDonnell Aircraft Corp., St. Louis, where he was responsible for formulating financial policies, over-all corporate policies and executing financial programs. His prior experience included 26 years with Curtiss-Wright Corp., where he advanced through the controller's department to general manager of Utica Bend Division and then to executive vice president of the corporation.

Johnson, in addition to his duties as chairman, had been chief executive officer of Mack since the resignation of P. O. Peterson in December 1958.

## Romney Faces Employees To Promote Quality

AMERICAN Motors President George Romney held the first two of five mass meetings in two days at Milwaukee July 24 with 22,000 automotive production employees to launch an "A-OK Quality Workmanship" program, the latest phase of a seven-point campaign to increase "Rambler's undisputed quality leadership."

## Dayco Corp. Will Enlarge Two Southern Facilities

PLANS for expanding production, shipping and warehousing facilities in Springfield, Mo., and Waynesville, N.C., at a cost of more than a million dollars have been announced by A. L. Freedlander, chairman of the board and chief executive officer of Dayco Corp.

A 52,800-square-foot addition to the Springday Co., a Dayco division in Springfield, will house enlarged laboratory and engineering facilities, as well as increased V-Belt manufacturing capacity.

The addition at Dayco Southern Division in Waynesville includes a 60,000-square-foot warehouse and 7,200 square feet of covered rail dock and 2,400 square feet of covered truck dock. Capacity will be 21 rail cars and 24 trailer trucks. To be used for foam latex, urethanes, V-belts and automotive hose, the building is so designed that it can be quickly converted to a manufacturing facility.

The president's direct-communication methods, unique in major U. S. industry, have brought him face to face with company employees to discuss opportunities and problems first-hand, at least annually during the past seven years. He credits employee cooperation with much of the vitality behind American Motors' rise in the automobile business.

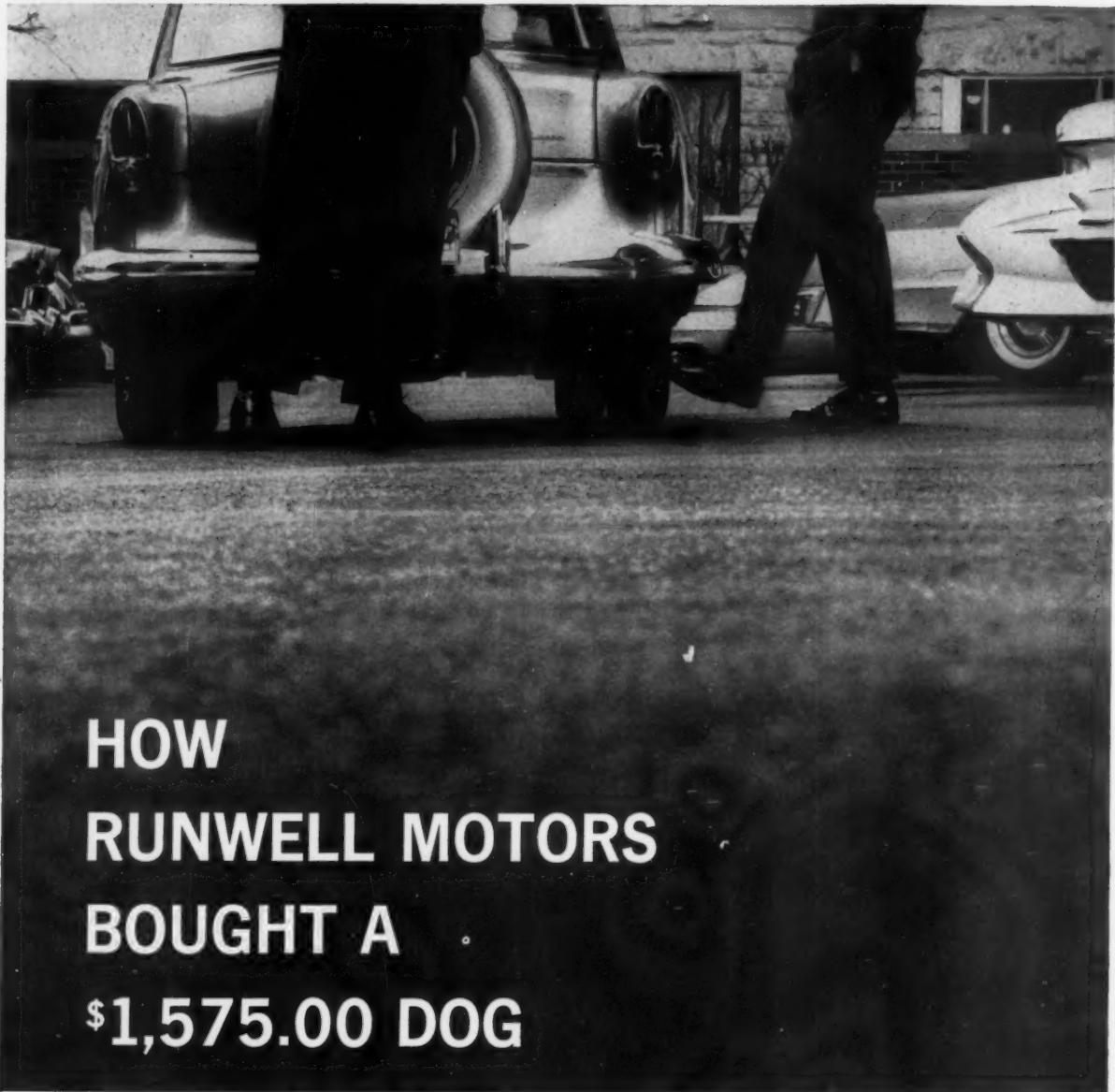
"The entire automobile industry is continuing to move toward the Rambler size and balance concept, with emphasis on superior quality," Romney said. "Our big advantage is

being there first with the most."

In addition to the "A-OK Quality Workmanship" program, the intensified quality campaign, actively under way since last December, includes appointment of Carl A. Roesch as director of the customer quality assurance department, a new quality auditing activity that reports directly to the president, and authorization of more than \$1,000,000 for specialized plant equipment, which facilitated product quality manufacturing in the closing months of the 1961-model run.

Three North Carolina garagemen in this picture could not know that the plane in which they left from St. Paul, Minn., last month would take them to their death (see page 41). In the plane which crashed in eastern Tennessee were Travis Eller (left), Earl Cline (second from right) and Ray Cook (right), all of Hickory. Second and third from left are John Mesimore of Hickory and George W. Miller of Salisbury, respectively. The latter is president of the IGO of North Carolina, whose annual convention will be held Aug. 18-20 at the Sir Walter Hotel in Raleigh. Cline was president and Eller was first vice president of the IGO of Hickory.





# HOW RUNWELL MOTORS BOUGHT A \$1,575.00 DOG

(and how it could have been avoided)

What do you give a man for a good-looking used car? By the time this fellow—"The Shopper"—hit Runwell Motors with his trade-in, he'd been to three other agencies and worked his allowance up to \$1400. The salesman at Runwell did a little quick footwork (all four tires turned out to be new), stuck his head in the window and counted the seats (2), straightened his tie (blue), coughed (nerves), and allowed The Shopper fifteen-seventy-five. The deal was made.

They had to leave the car out that night, because the transmission wouldn't handle that sharp little rise leading into the shop, and a small puddle under the pan the next morning led them to a slight wound in the block. And a look at the frame up on the hoist explained the need for new tires. And even if the car had been 100% sound, the deal was still a profit-killer.

## How did it happen?

Sloppy appraisal. Nothing more, nothing less. Profits are made and profits are blasted with the appraisal. Can it be whipped? You bet it can. In our newsletter, *Profit Pointers*, we go into

such things as appraisal in detail—all the do's and don'ts are there plus some concrete ways to handle this kind of buying and do it profitably (the many uses of the buyer's report form, for example). We publish once a month, and every issue has a feature of genuine worth. If you'd like a copy, contact your Associates representative, and he'll be pleased to put you on the list. It's part of the extra service we give at The Associates. Why not sell us your next contract and see?

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INVESTMENT COMPANY

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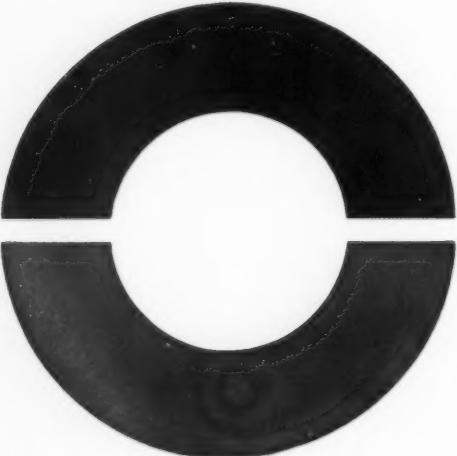
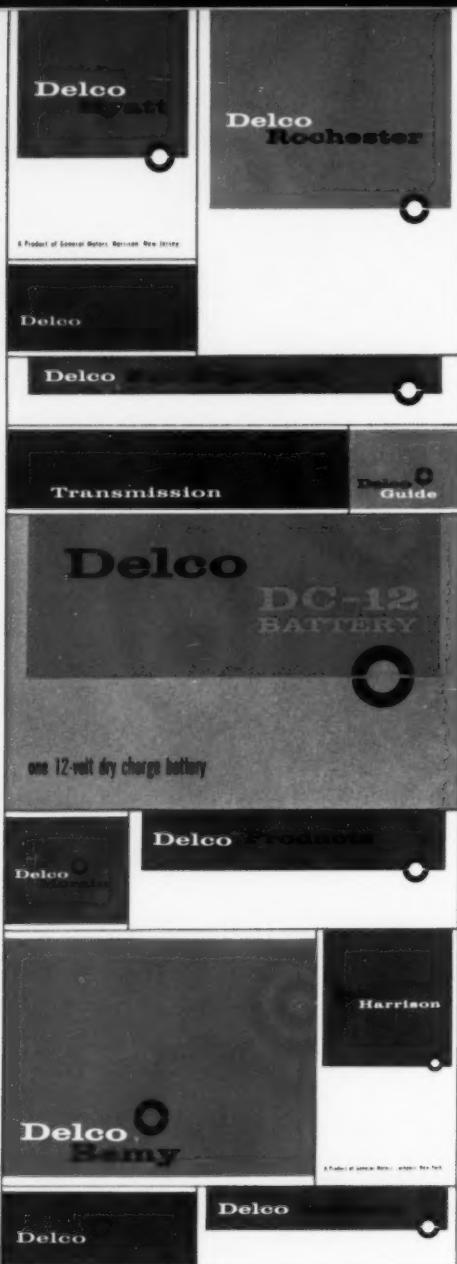


South Bend,  
Indiana

**GENERAL  
MOTORS  
ANNOUNCES**



**United   
Delco**



NOW THERE IS

**ONE NEW NAME  
ONE NEW SYMBOL  
ONE EASY WAY**

**TO ORDER, STOCK AND SELL  
AUTOMOTIVE PARTS**

**simply say Delco**

Simply say Delco . . . and you've said it all! A new name for automotive replacement parts manufactured by GM Divisions . . . a new identification—"United Delco," for United Motors Service, the organization which distributes the parts . . . and a new symbol—the Circle of Precision, to replace the familiar U-M-S oval. They all mean Delco, and Delco means more efficient, more convenient, more profitable business for you! ■ Car dealer, service station, garage . . . all you do is simply say Delco to your United Delco supplier, and you have a complete line of tune-up and light repair parts, brilliantly packaged and color-keyed to simplify your displays, sales, inventory and supply. Then watch the money roll in!

**Delco-Remy** / electrical system parts

**Delco Batteries**

**Delco Rochester** / carburetors, repair kits and chemicals

**Delco Packard** / wire and cable

**Delco Products** / shock absorbers

**Delco Harrison** / thermostats

**Delco Hyatt** / bearings

**Delco New Departure** / bearings

**Delco Guide** / automotive lamps and lamp parts

**Delco Moraine** / brake fluid and brake parts

**Delco Appliance** / windshield wiper systems, heater, defroster and accessory motors

**HERE ARE SOME OF THE BENEFITS  
YOU ENJOY WITH DELCO**

FREE SERVICE TRAINING . . . practical, scientific schooling in automotive maintenance and repair. Just ask your United Delco supplier. FAMOUS LINES . . . made even more famous with Delco, a name consumers know and trust. In a recent survey of car owners, 73% said Delco is top name in automotive parts. LATEST SERVICE INFORMATION . . . complete, handy, easy to read and understand. Manuals are automatically updated with current factory information. EFFECTIVE ADVERTISING SUPPORT . . . TV and radio, magazines, outdoor boards, point of sale displays! All pound home the Delco quality theme to car owners in your area.



**CASH IN ON TUNE-UP, LIGHT REPAIR AND  
SAFETY SERVICE WITH UNITED DELCO'S  
"Pattern for Profits"**

Since modern drivers demand safety and performance in their cars and are willing to pay for both, United Delco provides you with a sensible, scientific way to get your hands on those extra dollars.

How? Simply say Delco. Get Delco's Tune-up Center and Light Repair Center. In combination, they form an efficient, well-balanced service operation that will attract more customers for everything you sell. Start profiting now. Get the whole story from your United Delco wholesaler.

**TUNE-UP CENTER** . . . the right inventory of fast-moving Delco ignition and carburetor parts, correctly balanced for turnover. Four cabinets available, tailored to your requirements and priced from about \$90 to \$600, including cabinet and parts inventory.

**LIGHT REPAIR CENTER** . . . durable, compact. Features brake parts and fluid, shocks, bearings, stats—all Delco! Three assortments, from about \$210 to \$610, including cabinet and parts.

## ANNOUNCING DELCO BATTERY'S '61 MAJOR PROMOTION . . .



### 12 FREE TRUCKS FOR BATTERY DEALERS!



#### HOW TO ENTER THE "POCKET OF PROFITS" CONTEST

(see official entry blank for complete rules)

1. Ask your United Delco wholesaler salesman for a demonstration of the 5-second battery checker.
2. Think of a name for the checker which best describes its merits.
3. Write the name on the official entry blank and mail.



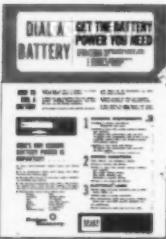
Wherever you are, you find that United Delco is nearby, ready to serve you in a hundred different ways. If increased profits and better automotive service are the words you live by . . . why not join the largest, most progressive parts distribution team in the country? It's as easy as calling your United Delco Supplier.

Here it is! The Delco Battery "Pocket of Profits" promotion . . . 12 free trucks and other prizes: ladies' diamond rings, stereo and hi-fi sets, color TV, movie cameras, all to show how easy, how profitable it is to sell Delco batteries!

#### NOW—CHECK A BATTERY IN 5 SECONDS!

With the Delco-tronic checker you can spot bad batteries and spur replacement sales in a jiffy!

This precision electronic instrument is available now at a special low price. Just ask your United Delco wholesaler salesman for a demonstration . . . and you're eligible for the big prizes!



#### EVERYBODY WINS!

Both yours when you mail entry blank. New free "DIAL-A-BATTERY" display lets customer pick the Delco he needs . . . plus WINDOW BANNER advertising 5-second battery check.



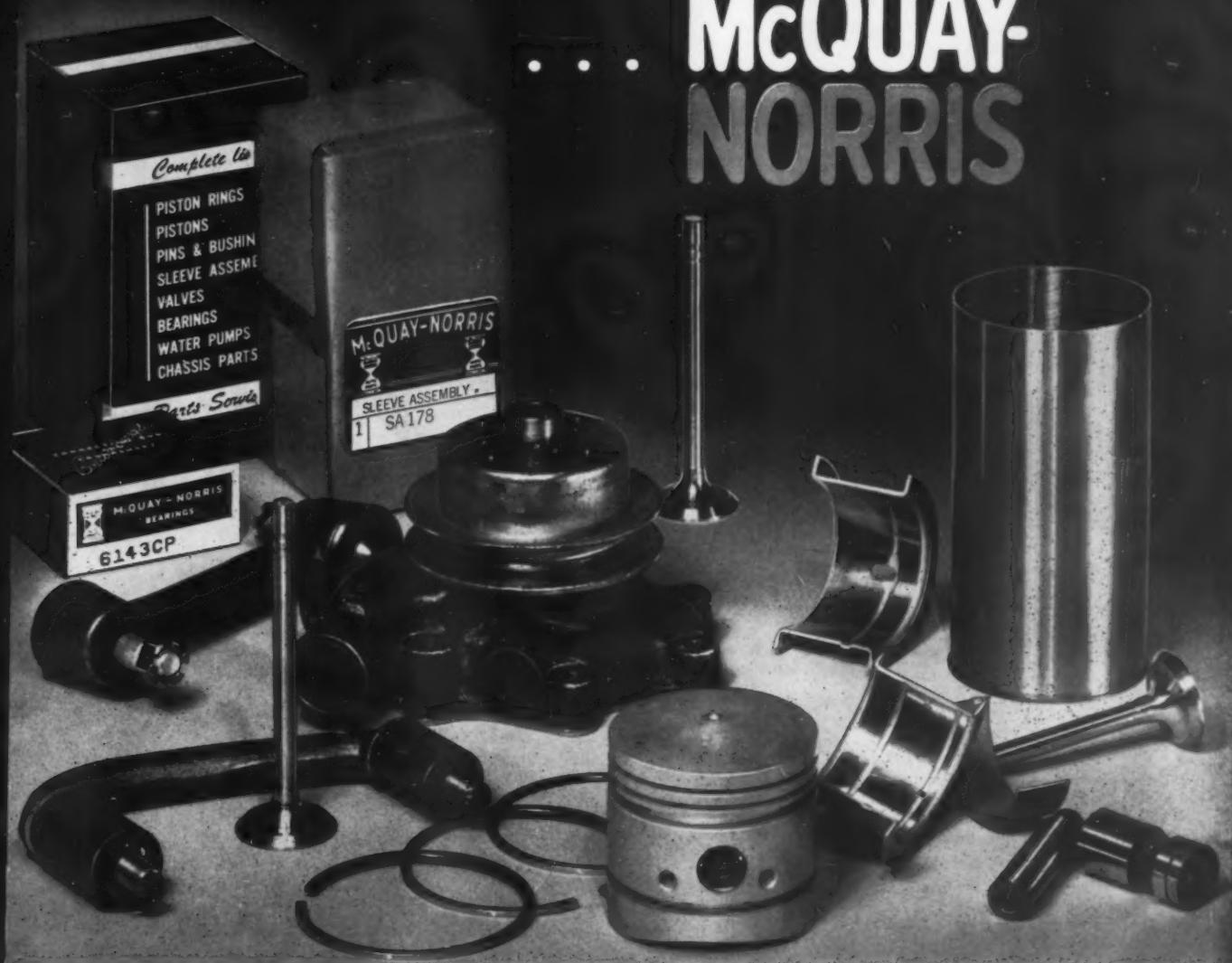
Six new Chevy Trucks . . .  $\frac{3}{4}$ -ton Fleetside pickups . . . all grand prizes! Equipped for complete road service with 4-speed transmission, 3,000-lb. rear springs, service lights, 4-ton wrecker with sling and other accessories.

Six new Corvair Trucks . . . popular Rampside pickups . . . all second prizes! Custom-equipped with 6-ply white wall tires, direct air heater, 2-speed wipers and windshield washers, wheel covers and two-tone paint.

# THE *Blue Box* LINE

...Your Guarantee  
of *PERFECT*  
*MATCHED-PERFORMANCE*

## ... McQUAY- NORRIS



Rings, pistons, pins, bearings, valve train parts, water pumps, chassis parts? All parts in the McQuay-Norris line—designed and manufactured to the same high standards of quality and precision—are known for uniform performance and

longer service. Your McQuay-Norris Wholesaler is "replacement parts headquarters" to mechanics all over the country who have experienced the satisfaction of working with the McQuay-Norris line. Use them on your next job.

McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS • TORONTO

© 1961 MCQUAY-NORRIS MANUFACTURING CO.



For Top Values in  
Top Automotive Lines



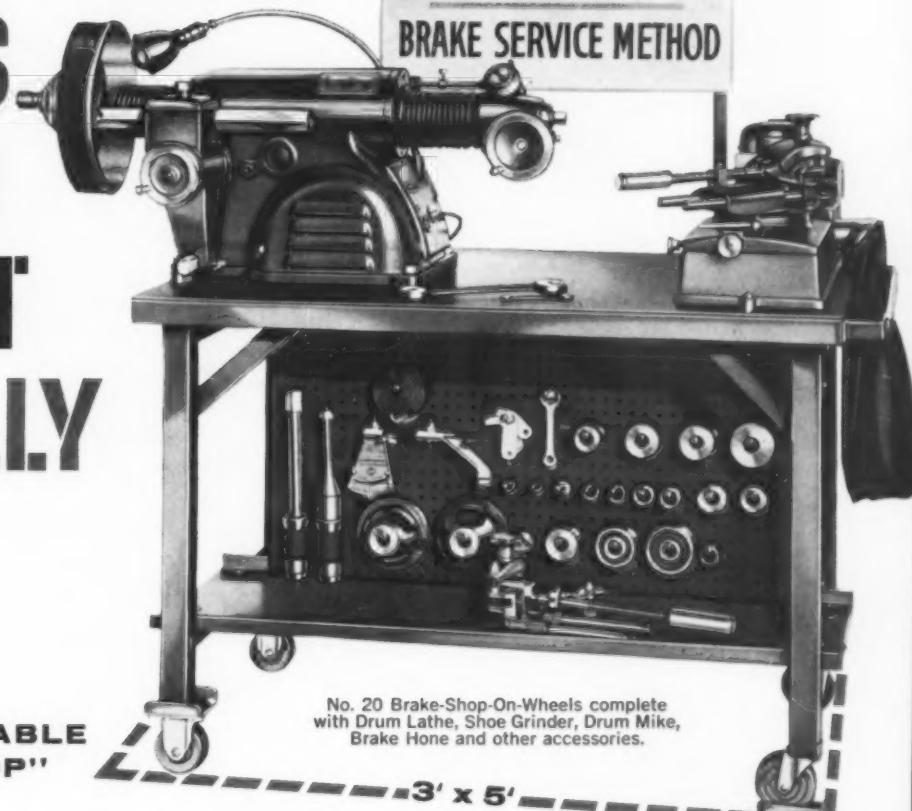
See Our Representative

**HIRSIG - BRANTLEY CO.**  
AMERICAN NATIONAL BANK BLDG.  
JACKSONVILLE 7, FLORIDA

# IN ONLY A 3'X 5' AREA THIS SERVICE SHOP EARNS \$18,000 PROFIT ANNUALLY



AMMCO  
WORLD RENOWNED  
**SAFETY**  
BRAKE SERVICE METHOD



No. 20 Brake-Shop-On-Wheels complete  
with Drum Lathe, Shoe Grinder, Drum Mike,  
Brake Hone and other accessories.

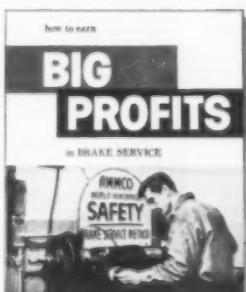
3' x 5'

"THE MOST PROFITABLE  
AREA IN OUR SHOP"

**Brake Service Did The Trick.** Interested in earning \$1,200.00 per square foot? Nunley's Phillips 66 of Indianapolis is doing just that. Recently Burch Nunley equipped his station with an Ammco Brake-Shop-On-Wheels. The combination of Ammco's equipment and a regular merchandising program now brings in 50 brake jobs a month. Requiring just 3 x 5 feet of floor space (space often wasted by empty soft drink cases), the Brake-Shop-On-Wheels helps net a gross profit of over \$18,000.00 per year. The profit on just one complete brake job

a week more than covers the payment on the equipment and brings in a good profit, too. More and more "casual" customers have come in for brake work and have become "regular" customers since Nunley added his Brake-Shop-On-Wheels. This has increased volume and profits in gasoline, oil and TBA items as well as from other mechanical services.

**REQUEST THIS FREE BOOKLET**—Tells how you can easily increase sales and profits. Write today for How To Earn Big Profits In Brake Service!



NO DOUBT ABOUT IT.



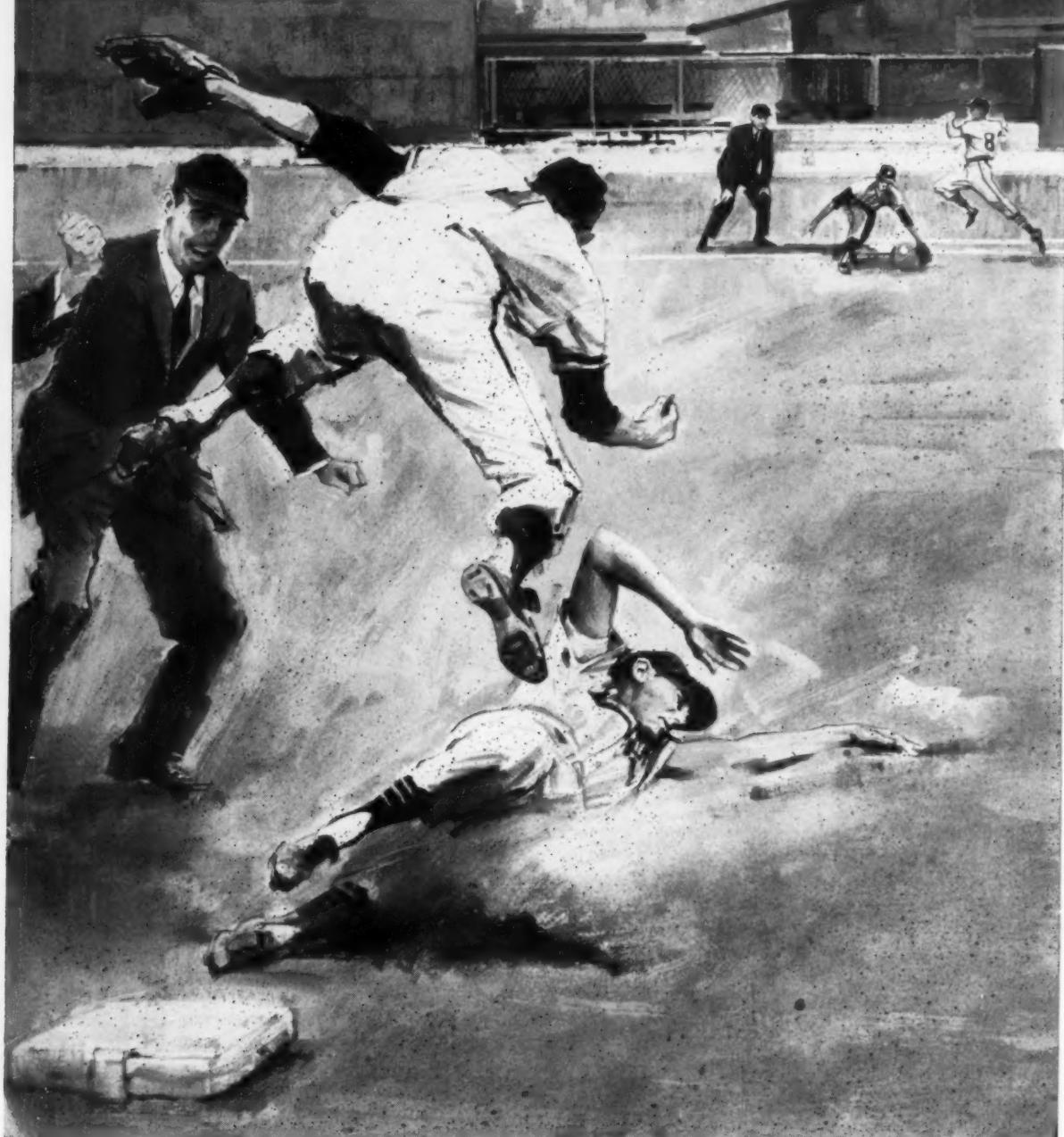
IS THE BUY

**AMMCO TOOLS, INC.**

2158 Commonwealth Ave. • North Chicago, Illinois

# MOPAR

## COVERS ALL THE BASES!



Genuine "new"  
MoPar Parts  
and Accessories  
for Chrysler  
Corporation  
vehicles

New MoPar  
"Universal" Parts  
for other makes  
of vehicles

MoPar Approved  
Remanufactured  
Parts for Chrysler  
Corporation  
vehicles

Rempar Quality  
Remanufactured  
Parts for other  
makes of vehicles

for quality parts and accessories...

# YOU NAME IT...MOPAR'S GOT IT!

Whatever car or truck you service—whatever your replacement requirements may be—MoPar has the *complete quality answer—the right part at the right place at the right time!*

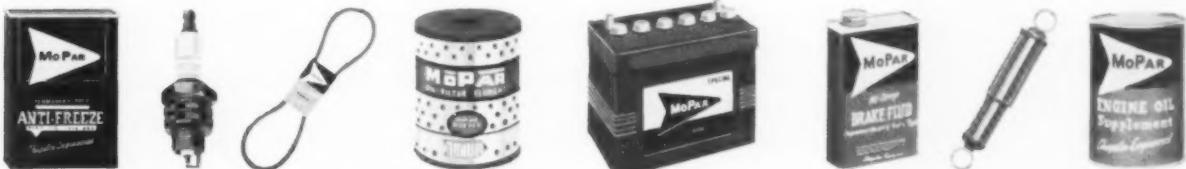
MoPar parts fit right, work right, install quickly, save labor time, keep your jobs rolling on schedule.

Whether you use new parts and accessories or remanufactured parts, you can install these replacements with confidence . . . knowing that MoPar

quality will back up your reputation for fine service.

MoPar is ready now to give you fast, efficient service and delivery on any part—from cotter pins to 8-cylinder engines—on any size orders—from the smallest to the largest.

Smart service operators know that it pays to install *quality parts* as replacements for original equipment. Call your MoPar Wholesaler or Chrysler Motors Corporation Dealer.



**MoPAR**  
PARTS  
AND  
ACCESSORIES

MoPar Parts and Accessories, Chrysler Motors Corporation, Detroit 31, Michigan



Mississippi partners

## Boost Bank Balance Selling 80 Gates Belts Monthly

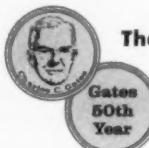
Robert Divine and Harry Lefoldt, partners in  
Divine's Maywood Shell  
740 North President, Jackson, Mississippi...

"Although we've been in business only 2½ years, we quickly learned to carry only high profit items. Gates Belts and Hose certainly top this list. We average 80 belt sales a month by using the Gates sales aids furnished us.

"Gates Sales Tools like the Dial-Finder, Catalogs and Wall Charts make it quick and easy to find and install the right belt. The Mystery Car Campaign keeps all of us on our toes looking for bad belts. We find that Gates V-Belts and Hose are profit partners in our partnership—they help us bank extra dollars every month."

**"Go" Gates for Profit... Call your Gates Jobber TODAY!**

Your Gates Supplier will have a factory-trained Gates Representative install attractive belt and hose displays, clean up your belt and hose stocks, and supply you with complete set of station-tested Gates Sales Aids. He'll also help you get your present stock in shape for top profits—and you won't lose a penny!



The Gates Rubber Co., Denver, Colo.

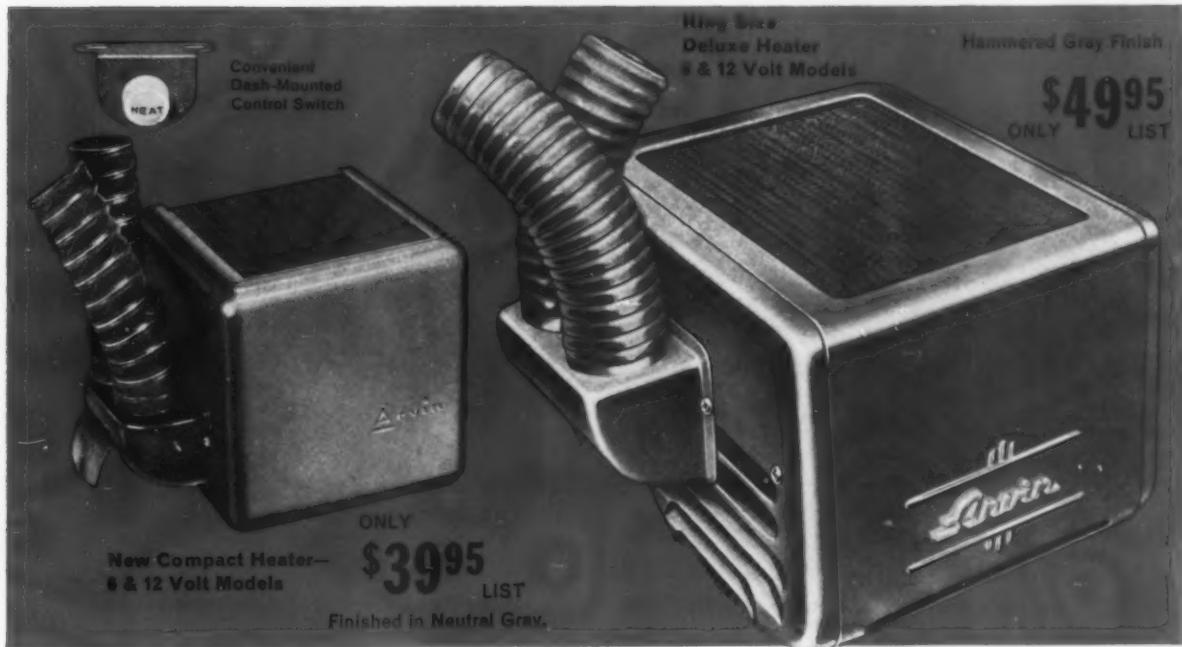
World's Largest Maker of V-Belts

# Gates Vulco V-Belts and Hose

✓ AN UNEQUALED QUALITY REPUTATION  
WITH COUNTLESS SATISFIED CUSTOMERS!

✓ LOW, LOW PRICES!

# Arvin gives you the GREATEST SALES MAKERS IN THE CAR HEATER FIELD!



Just look at a few of the exclusive features of the most compact and efficient car heater on the market today: straight-through air flow with a unique core design for steady heat delivery, positive 3-direction heat control, "little giant" core with 1600 sq. in. of radiation surface! Output: 12,000 BTU per hr. And the entire heater is only 7 inches square! Fits most cars including Falcon, Comet, Valiant compacts.

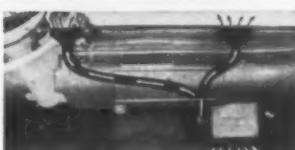


**Have You Considered the Arvin Muffler Line?**—The Arvin line of ARMOR-SHIELDED Mufflers puts you in great shape. You sell a better product: every Arvin muffler is zinc-coated or aluminized. And you get more selling power from continuous sales promotions like Arvin's "Get-A-Gift" Dealer Plan that provides free gift certificates for Arvin Radios, Phonos, etc., in muffler cartons . . . exclusively from America's Oldest, Largest, Most Experienced and Fastest-Growing Muffler Manufacturer!

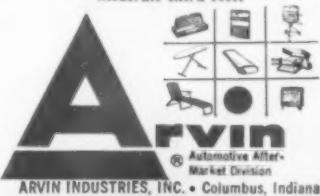
It's easy to sell the outstanding performance Arvin's famous King Size heater that delivers 20% more heat! 15,000 BTU output from a King Size 2800 sq. in. "honeycombed" copper core. Complete change of water every 2 seconds. King size 7" fan, too, with 8 blades. Over-all heater size: 9" x 9" x 10" deep. Fits 3 out of 4 cars including most models of older cars and trucks.

Call or write today for complete information on Arvin Car Heaters or Mufflers to the Arvin Automotive After-Market Sales Department in Columbus, Indiana.

First In Car Heaters  
Since 1921



Defroster kits available at moderate extra cost.



# MARVEL

## Offers You 2 Sure Ways To Make A Hit At Home!



MARVEL HOSTESS SILVERPLATE SET BY WM. ROGERS. 6 forks, 6 knives, 6 teaspoons, and 6 soupspoons in the beautiful "Tea Time" pattern. Retail Value \$29.95.



MARVEL HOSTESS LINEN SET. A lovely set of genuine Imported Irish Linen — 52 x 70 inch table cloth and 6 napkins to match. Retail Value \$15.95.



Marvel's recent Kodak/Flash Kit and Helbros Calendar Watch premiums made such a hit with our dealers, we decided to offer you something to "take home to Momma".

The "Tea Time" place settings for six are manufactured by WM. ROGERS and fully guaranteed for workmanship and materials. The set is presented

in a smart, gold-embossed leatherette storage chest. The seven pieces of the Imported Irish Linen Set are attractively boxed.

These sets are available at no cost to you with orders for the "Marvel Hostess Pak". Ask your jobber for details or if he can't supply you, write us about the "Marvel Hostess Pak".



## MARVEL OIL COMPANY, INC.

Port Chester, N.Y.

Makers of Marvel Oil Products For More Than 40 Years



## Will he stop in time?

Did you know that, although it takes ONE MINUTE for a 100 horsepower engine to accelerate from 0 to 60 mph, brakes must be capable of decelerating from 60 to 0 mph in SIX SECONDS—equivalent to 1000 horsepower.

American Brakebloc—producer of America's safest, quality brake lining—has been working closely with highly skilled engineers of the automobile industry who are constantly seeking a brake lining that will stop a car faster and with greater safety, for thousands of miles longer.

Its research center, staffed with heat, wear

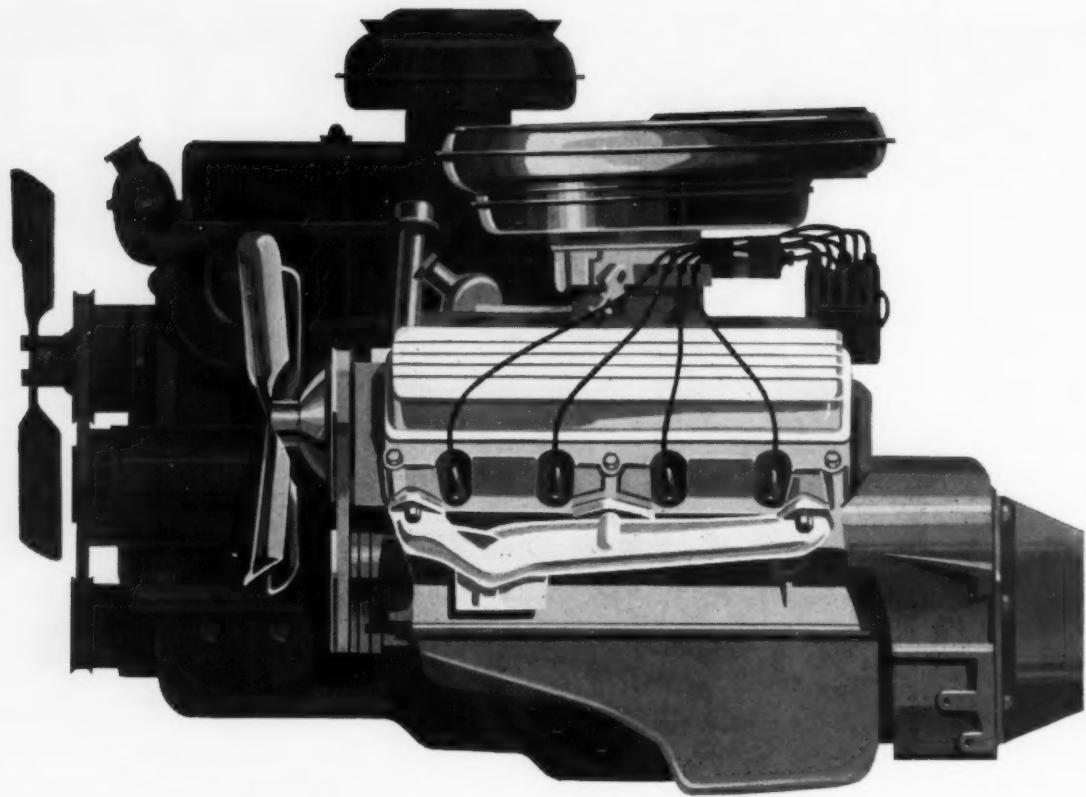
and friction specialists and equipped with the most modern development facilities, is constantly developing a wide range of materials that give automotive designers greater freedom in drawing specifications.

These materials, thoroughly tested and proven, are available to meet the most rigid braking requirements of modern automobiles and trucks. Do your customers a real service—by making their driving far safer—install American Brakebloc, America's SAFETY brake lining. Riveted and bonded exchange—from your NAPA Jobber. Call him now!



# AMERICAN BRAKEBLOK

P. O. BOX 21 • BIRMINGHAM, MICHIGAN



## Now! Engine bearings to match modern engine loads



No one bearing alloy is right for all engines. Engines change, and bearings need to change to meet new engine requirements. In less than ten years, horsepower have tripled and compression ratios have increased. Engines have become shorter, more compact, with smaller bearing areas to carry increased loads.

For example, the straight eight engine shown above uses *nine* babbitt main bearings. These babbitts are still best for moderate loads. But the high-horsepower, compact V-8 has only *five* main bearings—smaller in size—in an engine with much greater loads. A new kind of bearing was needed for this new engine.

That's why Federal-Mogul engineers developed the CP bearing . . . more than doubling the load capacity of babbitt bearings. Its 5 separate metallic layers include a copper-alloy lining and an overplate that combine outstanding fatigue strength with good shaft conformance.

Babbitts and CP bearings are just part of the complete Federal-Mogul line that also includes aluminum-alloy and straight copper-alloy bearings. For longest service in your next overhaul, use the bearing that's matched to the engine. You'll also get the kind of happy customer who helps build your business. See your Federal-Mogul jobber.



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FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN

# try the piston ring set\* that's a pleasure to install



\*

## EACH MUSKEGON ENGINE-DATED

piston ring set consists of a carefully coordinated arrangement of compression and oil rings... the right type ring for each groove to assure maximum performance in a particular engine. The result, as voiced by the Engineers, is that "The engine likes the rings." You can be sure that an Engine-Dated set will give the vehicle owner top-notch performance, that's why they're a pleasure to install.

Ring job costs are reduced too, because Muskegon takes inflation out of piston ring pricing — passes along to you important savings resulting from economies in Muskegon's distributing plan.

Packaged attractively with color-coded inner containers to guide you in getting the right ring in the right groove. Complete instructions to assure entire satisfaction every time!

JUST TRY THEM ONCE AND  
YOU'LL SEE WHY "ENGINE-  
DATED" SETS ARE EXCITING TO  
SELL..A PLEASURE TO INSTALL.

Request This Fact-Filled Booklet. Six easy-to-read pages tell about the "Booming Engine Repair Business Ahead" and how "Re-Ringing Leads to Related Sales." Ask your Muskegon jobber for a FREE copy or write us direct!



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The industry's source—original equipment and  
replacement—of Piston Rings and Transmission Parts

# TALK



**NEW YORK**  
"I've installed hundreds of Airtex fuel pumps. I'm sold on 'em."



**HOUSTON**  
"I'd buy Airtex even if I didn't get a premium."



**DENVER**  
"The Skil Drill is a real bargain. Best of all, it was free from Airtex."



**PORTLAND**  
"Until I bought a DO assortment, I didn't realize how much profit there is in fuel pump service."



**MIAMI**  
"When they say Airtex Fuel Pumps are built to last, they mean it. I know from satisfied customers."



**BALTIMORE**  
"The DO is the greatest Fuel Pump program in the history of the industry."



**CHICAGO**  
"I'm on my third Airtex assortment now . . . and I've received all three dividends, too."



**ATLANTA**  
"My wife is really enjoying the Corning Ware Set. Now she wants a radio."



**LOS ANGELES**  
"Airtex . . . a top-quality Pump, good profits and now DO Dividends."



**AKRON**  
"This Airtex DO program is a honey—no certificates to collect—no jingles to write—I just install quality Airtex and get a gift besides."

# TALK

## THEY'RE ALL TALKING ABOUT AIRTEX . . . HERE'S WHY!

These Airtex Dividends—sparkling . . . high-quality . . . honest values plus the finest fuel pumps made. To get yours, order the Airtex **DO PAKage** of eight fast-moving Fuel Pumps—a normal 8-week supply and you'll receive your choice of these handsome Dividends. Choose the Corning Ware Royal Family Set . . . the Powerful Transistor Radio . . . or the Skil industrial-rated Power Drill. You pay the lowest price

for 7 Fuel Pumps and a special promotional price for the extra Pump plus Dividend. Sell the extra Pump and the Dividend is yours free.

Exclusive features are built into every Airtex Fuel Pump to give your customers long-lasting performance. Ask your Airtex jobber for details on the Airtex DO today!

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AIRTEX AUTOMOTIVE DIVISION  
FUEL PUMPS • WATER PUMPS  
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# What the Dealers Think As the '62's Approach

MAVBE there's a reason why franchised dealers have been declining numerically this year at the net rate of approximately 100 a month:

It could be the continuing lack of profit for great numbers.

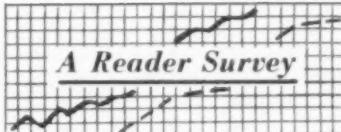
At least that's what was plowed up in answers to a questionnaire mailed to 400 franchise holders over the South and Southwest to get their business feelings as they approach the time to roll '62 models onto the showroom floors.

There was disagreement over whether the compacts have helped or hurt the profit picture, while the virtually unanimous opinion was expressed that a little profit wouldn't hurt anybody. In fact, for many dealers it would be a change for the better—a change from red to black ink.

Over-all, the dealers said they were looking for improved business (meaning profit) in the last quarter of this year. For some this admittedly would depend on how well they managed to clean up the last dribbles of the '61 cars. Some were quite happy with their remaining inventory and calculated on a far better clean-up than in some recent years.

If there's anyone around who's idle and thinks he is a good salesman, he should contact car dealers, since so many of them blamed the lack of "good" or "aggressive" sales-

By BILL HERBERT  
Editor



men for the cobwebs in dealers' pocketbooks.

Frederick H. Bowis of Chevy Chase Motor Co. (Chevrolet), Bethesda, Md., reported his toughest problem has been "intra-car-line competition for the same customer." His net profit a year from now should be 15% higher, due, he said, to "improved national economic outlook" and "general manufacturers' concern over dealer profits."

The compacts haven't helped his net-profit situation, he said, because it has been "difficult to make discounts look attractive" and compacts have "often been used as profitless price leaders."

Dealers need "to only sell cars at a profit and to give service after they sell the cars," according to Burr Porterfield, Jr., of Porterfield's Garage (Lark), Martinsburg, W. Va.

His net profit was down 60% from a year ago and a long row of question marks was his way of indicating uncertainty as to what would be

true a year from now.

Louis Still of Burtom Motor Co., Mountain Grove, Mo., reported "too many new cars in stock—no buyers" and figured his net profit a year from now would be down 25%. His net profit last month was 35% above the situation a year ago.

Cy M. Williamson, Jr., of Kentucky Motor Co. (Plymouth-Valiant-Renault), Hopkinsville, Ky., said his net profit was down from last year and he figured on a further decline a year hence. Inability to make a profit, aggravated by "having to trade too close with the gross too low," was his chief complaint.

The small cars have helped his finances, though, he added.

Tim E. Bowles of Tim Bowles Motors (Cadillac - Buick - Pontiac-GMC), Osceola, Ark., reported "making a decent profit as compared with overhead" was annoying him most. He looked for the same net a year from now as today, while his net now ranked below the figure a year earlier.

H. S. White, Jr., of White Chevrolet Sales, Inc. (Chevrolet-Oldsmobile-Cadillac), Galax, Va., said he was faced with "trying to finish the year with a reasonable amount of profit on the 1961 models and having our used inventory in line so as to be in a position to sell the 1962's at a profit."

**That elusive net profit remains the dealer's Jonah. Compacts, for many firms, have been profitless. Good salesmen are a rarity, too.**

### ONE DEALER'S OPINION

"This is the day of fewer dealers with more volume and new merchandising methods. This trend will continue with more consolidation of various lines of cars."

"Clean, modern service departments with easy entrances are a must for future car merchandising. Other lines of merchandising have taught the public to expect the same from auto dealers in all departments."

"Modernize your physical setup and improve your personnel and it may still be possible to make a profit in the car business."

"Support the National Automobile Dealers Association and your local dealer organization."

**This was the view expressed by a small-town Kansas Chevrolet dealer who reported his toughest problem as he approached show date for the '62's appeared to be "selling the slow-moving models. Our stock is normal and we expect to have a good clean-up." He anticipated "some higher" net profit a year from now than today.**

He calculated his net would be up five per cent a year from now. The compacts haven't helped his net profit, and he added, "There's not enough margin of profit on compacts and they have hurt the late-model used-car picture inasmuch as we have had to carry a larger inventory of late-model used cars.

(There's a growing movement among dealers to pressure factories in the hope of upping the discount on compacts to the level of the standard cars.)

"Finding an aggressive salesman" has been the big problem for a small-town North Carolina Chrysler-Plymouth-Valiant dealer. His net profit was up over last year.

"Valiant has made the difference, but it has hurt Plymouth," he said. "Chrysler is better than '60 due to the Newport."

"Lack of profit" isn't expected to change for Stephenson Ford Sales (Ford), DeWitt, Ark., said F. E. Stephenson, Jr. He figured it would be off 30% by mid-1962. It was down 55% last month from a year earlier.

The compacts haven't helped the situation, obviously, he pointed out.

L. B. Waller said that used cars were the biggest problem for Waller Motor Co. (Chevrolet-Oldsmobile), Stockton, Kan. "I think the new-car clean-up will be good," he said. He anticipated the same net profit a year from now as today. The net as of last month was 20% lower than a year earlier.

The compacts haven't helped his net-profit situation, he said.

A small-town Texas Ford dealer said he was bothered with "more supply than demand," but he was

anticipating ten per cent higher net a year from now than today. His net profit has been the same this past year as a year earlier.

In his case the compacts have helped, he reported.

"The stimulator dealer and poor distribution go hand in hand with overproduction," he commented.

If he could make some money, he'd be happy, reported Milton Davis of Davis Motor Co. (Oldsmobile), Slidell, Texas. His net is likely going to be lower a year hence and it's currently at the same level as a year earlier, he said. The small cars have brought him no financial joy.

Absence of "salesmen" was a headache reported by Richard Barker, Sr., of Lockport (La.) Sales & Service, Inc. (Ford). He anticipated a slight rise in his net-profit picture, which would be a continuation of his experience over the last year.

Compacts have helped his cash

register to ring merrily.

A northern Florida Lincoln-Mercury-Comet dealer also complained of the need for "hard-working salesmen." He figured his net profit would be higher a year from now; it was a little higher over the past 12 months.

For him compacts have been a distinct financial boost.

Maurice Canfield figured the net profit would run the same a year from now as today for Canfield Motor Co. (Oldsmobile), Richmond, Ky., while it declined over the past 12 months.

Small cars haven't come to his financial aid.

Some weeks ago the National Automobile Dealers Association set up a special "task force" committee to see if dealers and manufacturers couldn't be brought closer together on problems of the dealers, especially pertaining to the slim, or nonexistent, profits for so many dealers.

This committee has recommended that the factories restore traditional discounts and adopt a floor-plan-payment as major remedies to the dealer profits sickness.

Task Force Chairman H. L. Galles, Jr., Cadillac dealer of Albuquerque, N.M., announced that the committee has recommended restoration of historic discounts on all cars, including compacts, with a three per cent holdback.

To solve the problems of overproduction and inventory excesses, the committee wants the factories to assume all wholesale flooring costs when a dealer's supply exceeds 45 days.

These are the highlights of 18 proposals which the six-member committee made to the five manufacturers in ten meetings during the past six weeks. Factory reaction and counterproposals now are being re-

(Continued on page 68)

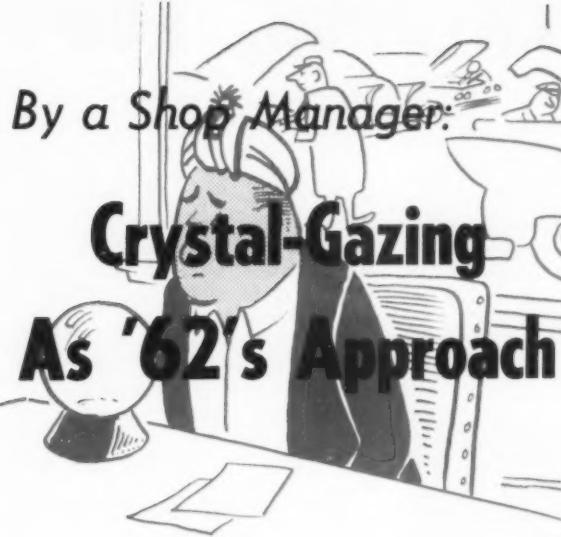
### Brighter Outlook for Car Sales \$

A survey by the University of Michigan's Survey Research Center has revealed that more people intend to buy new cars during the next 12 months than planned to do so a year earlier.

"An unusually large proportion" of the would-be buyers plan to get automobiles during the last quarter of this year.

Consumer interest in compacts is "persistent" and the proportion of people who think car prices are unreasonable or will increase soon is lower than a year or so ago, the survey showed. Forty-four per cent of the people interviewed felt it was a good time to buy automobiles. Last fall 40% felt that way.

"People in all walks of life realize that business trends have turned up and anticipate further improvement," the Center reported.



By a Shop Manager:

## Crystal-Gazing As '62's Approach

By E. M. LOWERY  
Technical Editor

**P**ROGRESS HAS a way of sneaking up on us without our knowing it. For example, the changes in automobiles with all their power and automatic units.

The '62 models will soon be here and more makes will have "lube-free-for-life" front suspensions and steering units. With the trend moving in that direction, the "lube rack" will one day be a thing of the past. However, that is in the far-distant future as there are approximately 73,000,000 vehicles registered in the U. S. which require regular chassis lubrication and that should keep lubrication departments busy for a long time.

The greatest impact the "lube-free-for-life" cars will have on the repair shops will be that it won't be necessary for the owner to come in every 1,000 miles or once every month for a chassis lubrication.

Many shops had relied on this single item to keep their customers coming back. Eventually the shop operators will have to find some other method to keep in contact with their customers.

We might ask, "What makes a service customer prefer one repair shop over another?"

With equal facilities, merchandise and convenience, what is the important difference that causes an owner to seek out a particular repair shop?

A partial answer is quality work and good service. The rest of the answer might well be *Good Customer Service*—that intangible asset that makes a repair shop successful.

Service customers, like everyone else, desire satisfaction in the products and service they buy and complete confidence in the people they deal with. They won't and usually don't have to accept anything else.

Other than doing quality work, what is *Good Customer Service*?

Customers go where they feel their business is welcome and appreciated. The treatment the customers receive before and after the jobs often determines whether or not they will come back. Yet, despite these

*From his shop experience of more than 50 years SAJ's veteran technical editor lets you know what he's thinking—and maybe you had better be thinking about it, too—as the time comes to start servicing the '62 models. He's director of service at Lander Motors (Dodge-Simca) at Atlanta, directing scores of shop employees.*

well-known facts, there are often attitudes that practically invite customers to take their business elsewhere.

The shop that never sees the same customer twice will never be successful. By the same token, service customers that come back time and time again will assure the shop's success.

A customer is not a customer very long before he decides whether or not his best interests are being served, and anything we can do in the beginning to serve his needs is a step in the right direction.

One of the greatest complaints customers have about the repair shop is that they are not greeted promptly when they drive in for repairs.

Where there is considerable shop traffic, someone with a pleasant personality should be assigned the job of greeting each customer as he drives in, and see that he is waited on in the order in which he came in. Nothing makes a customer quite so unhappy as waiting for a service advisor only to have him wait on someone else who came in later.

Next in line of customer complaints is having to wait a long time for some small repair job, such as a light bulb replacement or brake adjustment. The answer to this is more quick-service stalls. The shop that is not making provision to render quick service as customers require it is not wide awake and will soon find its business going elsewhere.

With fewer lube jobs and with today's cars being engineered more and more service-free, quick-service work is going to be a major part of our business.

We are going to have to steal some pages from the master service station operators' book and learn to be Master Merchandisers—not just repairmen.

We must always strive to build customer good-will by giving the customer prompt and courteous attention, doing quality work at a reasonable price and making the customer want to return to our shop when other services are required.

Remember, no shop can depend only on new customers for its business. We must keep them coming back.

# Doored for Truck Jobs, Too

WHEN Hugo Rossitto, owner of Hugo's Broad Street Garage, Lake Charles, La., finally found it possible to design and build his own structure for housing his independent general repair and paint and body business, one thing stood out more than any other in his plans.

By RUEL McDANIEL

It stood out because lack of it had handicapped him repeatedly in past years:

He was going to be sure that his doors were high enough to drive in the largest truck on the road.

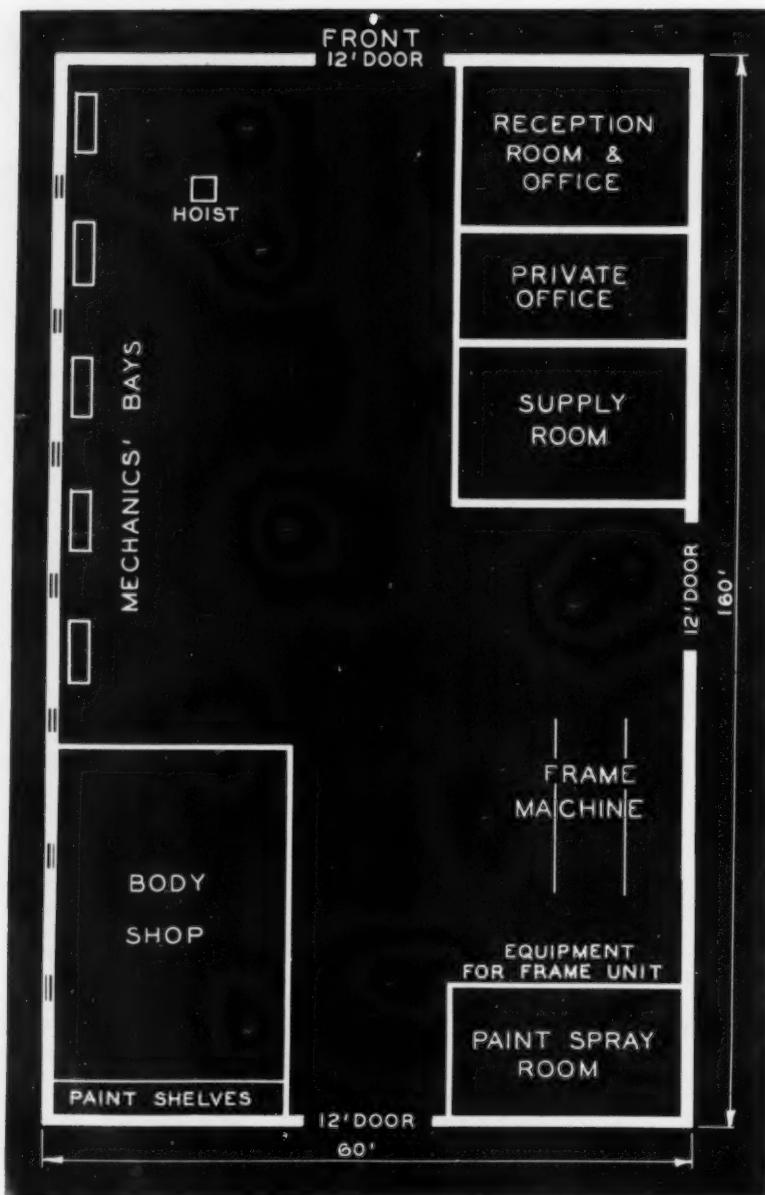
"Before we built our own building, we lost a lot of good truck business because we couldn't drive the truck inside," he said. "The doors were too low, and if we did get the business, we had to do much of the work outside, which was not satisfactory to us and it looked bad to the customer."

The Hugo structure is metal, with a truss frame for the roof which eliminates the use of supports which would block free movement of vehicles on the floor. It is 60' wide and 160' long, constituting 9,600 square feet of space.

"And it is all usable," Rossitto declared with pride.

The width is sufficient to allow cars to be stationed along each wall at an angle and still leave ample area in the center for free movement of vehicles in and out.

"We wanted to be sure that we had space enough to take a car out after the work was finished, with-



## Another Blueprint Garage

This is another in the latest series of features giving details of buildings which have proven their worth for garage operators. Tear-sheets of earlier stories will be forwarded upon request, until the supply is exhausted.

You may want to file away this material against that day when you may be planning a new or revamped building.

out disturbing other mechanics," he said. "The wide center area provides this."

The open center area ties in with the three doors to the shop. There is one door in the center of the front, another on the side, near the center, and a third in the center of the rear wall. Each door is 12' wide and 14' high.

"These three high doors have done more than any other one thing to build truck service, body and paint business for us," Rossitto said. "And this is doubly important to us, because we like truck business."

"The average truck owner is interested first in how fast a shop can

turn out his job, second in price. If you can't bring a truck inside to work on it, you can't do the job as well or as fast—and both count with the customer."

The new building has been a vital factor in developing truck paint and body business, because it provides ample space for moving a truck about in the rear area of the shop, where the body and paint departments are spotted. And the spray oven is large enough to accommodate a truck.

The paint spray room is in the far rear of the building, on the right of the rear entrance. Body working areas are on both sides of the central areaway, up to about halfway to the shop front. Paint supplies occupy shelves across the rear wall, to the left of the rear door as seen on entering from the rear of the shop.

Most mechanical work is handled along the right-hand side of the shop, as seen from the front, down to the area occupied by the body operations. There are workbenches and designated areas for six mechanics in the general service area. An overhead hoist occupies a spot near the front of this general service section.

Another feature that Rossitto particularly likes about his new building is the window arrangement. In the roof are 14 skylights, ranging in size from 4' by 8' to 6' by 8'. They are of translucent material to withstand the weather and still admit a lot of light. There are side windows down both sides of the building, and workbenches are placed to take full advantage of these windows.

"Although we have a lot of light—more than I ever had in a garage building before, if I had it to do over, I would double the amount of light coming in from the roof," Rossitto said. "You just can't get too much light in a garage."

The concrete floor slopes slightly each way from the center, so that when it is being washed, water drains to each side and out under the bottom of the metal strips of



Top: The high doors permit trucks to be brought inside with ease.  
Above: Trussed roof eliminates all posts, making it easy to move cars.

the wall. The sloping arrangement makes cleaning easier and better.

The skeleton framework of the structure is of sheet steel. The metal roof is vented.

The building cost \$30,000, which included the floor and plumbing as well as the structure itself, but not

the electrical installations and the special panelling for the two offices. This comes to about \$3.12 per square foot.

A final feature of the arrangement as a whole is the office setup. There is a nicely-panelled customer office just inside the front entrance, on the left, where a bookkeeper-secretary greets customers. Adjacent to that is Rossitto's private office, also richly panelled.

"I didn't realize how much we needed this private office until we got in here," he said. "We need privacy to figure on major jobs, and it is difficult to talk with a customer when we are interrupted by everyone who comes in. This office arrangement has paid for itself many times over."

## Are You Proud of Your Building?

If you are, and if it's because it has proven fine for your needs, the editors would like to hear from you (1760 Peachtree Road, N.W., Atlanta 9, Ga.), with the possibility of arranging for a report to other readers. Describe briefly what has proven so satisfactory about your facilities.

# Steps to Take in Correcting Engine Oil Consumption

**F**AR too often when we think of engine oil control we only think of piston ring replacement.

Many of us "ole timers" can recall when just about every other job in the shop was a "ring" job. Engine "re-ring" jobs were a big business in those days, and there were piston ring vendors all about town.

However, times have changed and so have the problems of controlling excess oil consumption.

Just what is considered excessive oil consumption?

There are varied opinions regarding this subject, but most owners think that if it is necessary to add any oil between changes, the engine is using too much oil.

Just because an engine uses some oil doesn't necessarily mean that it needs a "ring" job. There are a number of things besides piston rings that cause oil to get out of an engine. Just how should we go about determining whether or not an engine is using too much oil, and if so what should be done to correct it?

When an owner complains about oil consumption, we should find out as much as we can about the complaint.

Is the recommended viscosity oil being used?

Is the car used mostly for high-speed highway driving, or for short-trip, stop-and-go city operation?

When did excess oil consumption

By E. M. LOWERY  
Technical Editor



begin?

How much oil is actually being added between changes?

Has the engine been serviced properly according to the manufacturer's maintenance schedule, such as regular oil and filter changes?

If the answers to these questions indicate that only a small amount of oil is being used, then we should endeavor to convince the owner that it is not unusual for an engine to use a little oil. This indicates that the piston rings and upper part of the cylinders are being properly lubricated, which means longer en-

gine life.

The dipstick (Fig. 1):

Many engines thought to be consuming oil have been corrected just by instructing the owner how to "read" the dipstick.

The engine should be shut off and allowed to stand for a few minutes before reading the dipstick. Otherwise the correct oil level cannot be determined, and correct oil level has a great deal to do with oil consumption.

The owner should also be told to use only an oil with the right A.P.I. classification and viscosity for the expected temperature.

Upon being satisfied that the owner has a just complaint, we should try the easy things first (because not many owners like to have the engine opened, particularly if it is a low-mileage engine).

First, let's look at the exhaust:

"Rev-up" the engine a couple of times and watch the exhaust, especially on deceleration.

Blue or blue-gray smoke is a sure sign of the engine burning oil. Black smoke indicates a rich fuel mixture. (An over-rich mixture can cause break-down of engine lubrication and often results in engine ring and bearing failure.)

Beware of white "smoke." This indicates that water is getting into the combustion chamber (via a cracked cylinder head, cracked block or a blown head gasket).

Next, we should check for oil leaks. Put the car on a lift and look for leaks. Examine the clutch or converter housing, the edges of the oil pan and valve covers, the fuel pump, the drain plug, the filter connections and the timing case cover gasket. Trace any leaks down thoroughly and correct as necessary.

Engine oil sludge (Fig. 2):

Watch for sludge when you drain the old engine oil, particularly when it's nearly all drained out.

Sludge can be caused by many things. Poor crankcase ventilation, excessive blowby of combustion gases into the crankcase, failure to change oil at proper intervals, use of a poor grade of oil, or engine coolant contaminating the oil are

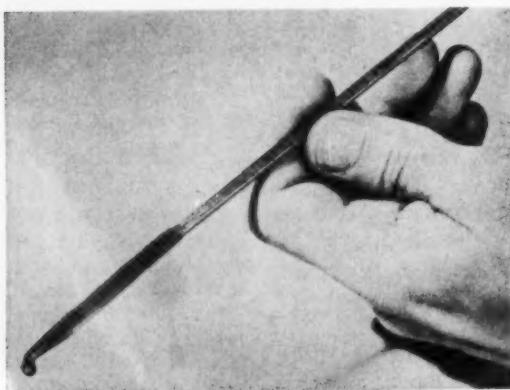


Fig. 1—Check the dipstick's reading. It can tell you a lot about what's going on.

some examples. Most sludge is thick and gummy, but sludge from engine coolant contamination may appear as a slightly milky discoloration in the oil.

Sludge is harmful to the engine in many ways. Not only will it clog oil passages, but it may even gum up the piston rings themselves, so that they can't do their job of controlling cylinder wall lubrication.

Rocker chamber inspection on V-8s and valve-in-head 6s (Fig. 3):

Remove the rocker covers and examine the rocker chambers and all exposed parts for possible causes of high oil consumption. Inspect the valve stem oil shields. Be sure they fit tightly on the valve stems and aren't torn or damaged.

Run the engine with the rocker covers removed and watch for any excessive flow of oil to the rocker chambers. If more oil flows into either chamber than the drainback holes can handle, the excess will flood the chamber (Fig. 4). Intake manifold vacuum will then draw some of the oil down the valve guides to the cylinders. This can also occur if the oil drainback holes are plugged. In either event, the result is blue exhaust smoke and an oil-burning complaint.

#### Coolant system leak test (Fig. 5):

If sludge, loose head bolts or other indications lead you to suspect a coolant leak into the oil, pressure-test the cooling system with the cooling system tester. Test the system at a pressure of 15 pounds per square inch. Some leaks may show up only when the engine is cold; others, only when the engine is hot.

Be sure the head bolts are "torqued down" to specifications. If one or more are loose, a coolant leak past the head gasket into a

Fig. 2—Watch for the tell-tale signs of sludge.



cylinder could develop. Eventually, the sludge resulting from this leak might gum up the rings or cause other lubrication troubles.

On V-8 engines, also test the intake manifold bolts for proper torque. A leak at the intake manifold gasket would let manifold vacuum draw oil into the cylinders from the tappet chamber.

#### Engine temperature:

If the engine seems unduly slow to warm up or if you have any other reason to doubt that the thermostat is okay, test it and install a new one, if necessary. Remember, a cold-running engine contributes to sludge formation. That's one reason why thermostats are specified for year-round use.

Correcting oil consumption caused by sludge:

If there's quite an accumulation of sludge in the engine, but you feel reasonably sure it hasn't progressed to the point where other difficulties have developed, try flushing out the engine. It's worth the time it takes—

and you could save your customer the cost of a ring job.

#### Clean the rocker chambers:

Before you do any flushing, clean all the sludge from the rocker chambers and the oil drainback holes. This sludge must be removed so that it will not be circulated throughout the engine during the flushing operation.

If steam-cleaning equipment is available, use it to remove all sludge. Just be sure to plug the oil drainback holes to minimize the amount of sludge and cleaning agent washed into the crankcase.

Sludge can also be removed by washing down and scrubbing the entire rocker chamber with a suitable solvent.

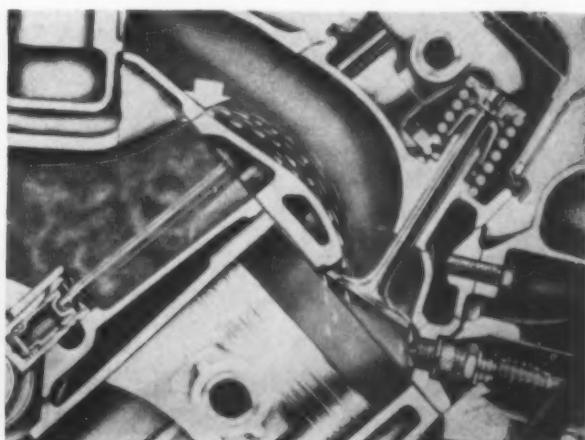
Be sure to remove the plugs from the drainback holes before you install the rocker covers again.

Install a new oil filter or a new oil filter element. This is important. Under no circumstances should you attempt to flush an engine without removing the oil filter. The flushing

Fig. 3—Oil from rocker chamber drawn into cylinder.



Fig. 4—Oil from tappet chamber drawn into cylinder.



agent will tend to flush the dirt out of the old filter and distribute it throughout the engine. A new filter will trap and hold much of the sludge and dirt loosened up during the flushing operation.

#### De-sludging solvents:

A special flushing solvent is required to remove sludge without disassembling the engine. The following procedure is based on the use of a very effective solvent with a complicated chemical name: ethylene glycol monobutyl ether. This is one of the few solvents that will do a quick and satisfactory job. It is usually available through local chemical or oil supply jobbers.

Following are some of the trade names under which it is available: Butyl Cellosolv, Poly-Solv Eb and Dowanal Eb.

When you purchase solvent for quick de-sludging, make sure you are getting ethylene glycol monobutyl ether.

#### Engine flushing:

The first step in the flushing operation is to fill the crankcase with three quarts of MS, SAE 10-W engine oil and two quarts of flushing solvent. The flushing solvent is considered a toxic irritant to the skin and eyes, so handle it carefully. Also avoid breathing the vapors or spilling on painted surfaces.

Run the engine at a fast idle (about 1,200rpm) for 30 minutes and then immediately drain the crankcase. Keep a close eye on the oil pressure during this half hour.

For the final flushing, fill the crankcase with three quarts of SAE 10-W oil and two quarts of mineral spirits or kerosene. Again run the engine at fast idle. After ten minutes, stop the engine and drain the crankcase.

Be sure to install a new filter. The one used while flushing is probably loaded with dirt and sludge. Fill the crankcase with the proper amount of MS engine oil of the recommended viscosity. It is good insurance to use one pint of crankcase detergent and rust inhibitor after an engine has been de-sludged.

When using this additive, omit the extra quart of oil normally added when the filter is changed. The pint of additive will bring the

oil level very close to the full mark.

Have the owner drive his car for at least a thousand miles and keep a careful record of how much oil he adds and at what mileage he adds it. Insist that he use only MS oil of a high quality and correct viscosity. This will tell the story. When he reports the results of this test, you'll know if you've licked his oil consumption problem or if you have an engine overhaul on your hands.

If it is determined that the engine is actually using oil excessively, the cause must be found. Just don't blame it on the piston rings because they don't go bad by themselves; something else is usually behind the trouble.

So if it is decided to "open" the engine, make a compression test before you pull the heads. This will pinpoint the location of the trouble. This will also give an idea as to the condition of the valves.

When the cylinder head or heads are removed, examine the head gaskets and the mating surfaces of the cylinder heads and block.

Look for indication of a coolant leak, an oil leak, or a compression leak. If such a leak is suspected, check the mating surfaces with a straightedge.

Inspect the valves. If the underside of an intake valve is wet with oil, oil is getting past the valve guide into the cylinder. A coating of wet oil on the piston head is an unreliable sign, as it may be due to oil getting past the valve guides. This is particularly true on overhead valve engines.

A heavy crust of carbon over the top of the piston, except for the outer edges which appear to be washed clean by oil, indicates that the rings are not controlling the oil and should be replaced.

Never assume that the cylinder bores are standard size; always measure them. They may be oversize and fitted with larger pistons and rings.

This will also tell whether the owner needs a re-ring job or new rings and pistons. Authorized service rings will do the job for you if taper is less than .010" and out-of-round is under .005".

Above these limits, you'll have to



Fig. 5—Maybe there's a coolant leak into the oil. Then's the time to pressure-test the cooling system, as shown here.

fit new pistons. This is the time to break the news to your customer, and change your original estimate, if necessary.

#### Piston travel ridge:

Before you pull the pistons, be sure to remove all carbon from the upper end of the bore. Ream out the ridge at the top of each cylinder if it is excessive. Otherwise, you're apt to damage the piston lands when you push the piston up and out.

The ridge reamer is an effective tool for this job. Do one cylinder at a time. Stuff a cloth down on top of the piston and cover the other cylinders as well as all push rod holes and water jacket openings before reaming. Use care not to cut too much or too far down in the cylinder, or you'll have to re-bore to correct your mistake. When you finish, bring the piston up and get rid of all the cuttings before you go on to the next cylinder.

Use cap bolt protectors to keep from scratching the bearing journals and cylinder walls when you push the pistons and rods out. When the pistons are removed, be sure to keep each bearing cap with its own rod—they're matched parts.

Remove the old rings from the pistons, using a ring installing and removing tool of the right size for the job you are working on. By removing the old rings from the pistons with this tool, you will prevent damaging the ring lands or scratching the piston.

Inspect the rod bearings and measure the journals for taper and out-of-round. Loose or worn bearings can cause oil consumption and comebacks.

## September: Compacts' Valve Timing

Getting more compact jobs these days? You'll want to file away Ed Lowery's story on valve timing for the small ones, with peak performance the big objective.



These were some of the "rebels" attending the annual IGOA convention (l. to r.): front row, Thel G. Boyette of Raleigh, (next man unidentified), Jerry Kenney of Lawton, Okla., John Savage of Lake Charles, La., Wilber Jones of Glasgow, Ky., Tom Rish of Columbia, S.C., Henry Rentz and W. Athell Yon of Charleston, S.C., H. F. "Red" Reagin of Atlanta and Bryan Davis of Raleigh, N.C.; standing, E. L. Hendrix of Chattanooga, Tenn., Buck Sullivan of Jackson, Miss., Paul

Darnell of Fort Worth, Texas, J. M. Brown of Jackson, Miss., John Glass of Louisville, Ky., C. L. "Red" Salyer of Atlanta, (next man unidentified), D. C. Brooks and W. R. "Tommy" Thompson of Miami, Fla., John W. Baker of Kingsport, Tenn., W. C. "Josh" Wilder of Nashville, Tenn., Floyd Hagan of Gainesville, Ga., John Mesimore and George Miller of Salisbury, N.C., Fred McWhorter of Atlanta and Frank Allen of Nashville, Tenn. Others were unavailable at time of picture.

## IGOA's '62 Convention Goes to Asheville

It's Asheville, N. C., in '62, the Celler bill has been enthusiastically endorsed, and George Millikin of Youngstown, Ohio, is the 1961-62 national president of the In-

ish activity at these events, hot weather seems to follow IGOA members wherever they meet in national convention . . . and this year was no exception. Normally cool Minnesota was transformed into a veritable oven for the five days the delegates were in St. Paul. The hot spell during the confab (one day's 99° tem-

### Three Die in Plane

Three IGOA delegates returning from the St. Paul convention to their homes at Hickory, N. C., died when their private plane crashed into a mountain near Kingsport, Tenn. They were A. E. Cline, Travis Eller and Ray Cook. (See page 15.)

dependent Garage Owners of America.

These and many other important results came out of the sixth annual IGOA convention at the Lowry Hotel in St. Paul, Minn., June 28-July 1.

Highly spirited bidding led up to the selection of Asheville as the site of the 1962 convention. Chicago and Seattle, Wash., battled right down to the wire in the close-fought contest for the coveted convention site. Two other units were also in the race, but withdrew early, setting their sights for 1963.

Seemingly generated by the fever-

perature was the warmest recorded in the Twin Cities in over five years) followed a three-week stretch of average high daily readings of 72°, and things cooled down to a comfortable 80° the day the convention closed.

Despite the weather, however, the nearly 400 persons registered enjoyed a busy schedule of meetings and entertainment. Wednesday morning, June 28, executive personnel from across the country met in a day-long, closed session to discuss mutual problems and exchange ideas. That afternoon, more than 40 state and local unit presidents met in a session chairmanned by Ray Sweeney, president, IGO-Minnesota, to

(Continued on page 98)

Heading up IGOA for the new year are these officers (l. to r.): front row, George Millinger of St. Louis, Mo., second vice president; Art Kittell of Pittsburgh, Kan., the retiring president; George Millikin of Youngstown, Ohio, president; C. A. "Art" Fox of Cedar Rapids, Iowa, first vice president; standing, Bryan Davis of Raleigh, N. C., secretary-treasurer; John Brenneman of Lancaster, Pa., third vice president, and Ralph H. James of Tulsa, Okla., the veteran executive director.



# Keeping 'Em COOL

By E. S. HARRIS

**I**N SIMPLIFYING our service procedures so they can be translated into a single "job" that can be sold the customer and written on the work order, there is a distinct possibility that some of the important technical details we fail to mention or write down may be forgotten in the passage of time.

Any high school boy who services his own "rod" might define our "cooling system service" in a few words that would serve to sell the job, but would lack a great many of the important details that really combine to make up a real professional assessment of the problems involved in diagnosing a cooling or heating complaint, prescribing a cure and then setting about to accomplish the repair that permanently relieves it.

Many a comeback can be traced to a partial repair that temporarily removed one of several heating causes so the engine could limp about for a few days or weeks and then kick back with a disgruntled driver, who is now a little tougher to deal with.

By research of our oversimplification of cooling system service, we, as well as the customer, sometimes forget that we are dealing with a heat machine in the automobile engine, and its efficiency is rated in the percentage of the heat it develops that is turned into work or power. The first sign of trouble doesn't necessarily have to appear in the radia-



"Over-cooled" areas are sprayed with undercoating to prevent sludging, overnight condensation and damp-weather condensation.

tor popping off steam like a forgotten tea kettle.

Perhaps we'd work with a better understanding if we called it the "heat distribution" system instead of the "cooling system," for while it is the function of the system to remove excess heat from the engine and transfer it to atmosphere, anyone who has driven a car in cold weather without a thermostat or radiator cover can testify that this cooling business can be overdone!

Automotive engineers have long been concerned with developing

engines that in normal operation do not have "hot areas." But they are equally concerned that the plant does not present "cold areas," for while the results are different, they can result in equally unpleasant field complaints.

In tracing down the hot areas and cold areas, the engineers make use of thermocouples and other instruments not available in field service shops, but the results of their findings can be integrated into the field mechanic's work to help him bring an engine back to its original effi-

Radiator caps should be tested for proper pressure and seating to assure efficiency.





Thermostat operation should be checked against a thermogauge to see if opening and closing are within specs.

ciency.

They have found, for instance, that a given cylinder delivers more power when it is warm than when it is cold. And by the same test, they found that after reaching a given temperature, that power from the cylinder will fall off as the heat increases. In other words, when too cold or too hot, engine efficiency and power are adversely affected. This would certainly indicate, then, that overcooling by the heat distribution system can have bad results as well as overheating.

Heat problems in the engine are not all the result of a clogged coolant circulation system. Hot spots may be the result of faulty design where some strut support in the head or block casting traps heat in a certain area, or perhaps a cylinder was bored to excessive oversize so uneven heat distribution is the problem.

Clogging by rust, corrosion and grease in the coolant areas of block, head and radiator is only one step in the blockage of internal engine heat transfer to atmosphere. Transfer areas have two sides, as well as most questions. A firing chamber may be as effectively insulated by carbon on the inside as by rust and corrosion on the outside. Therefore, carbon deposits and bugs and trash may be contributing to our trapped heat problems. The carbon in acting as insulation which traps heat in the firing chamber tends to raise the over-all overheating situation in the engine, but it is also contributing to power loss in other ways. For instance, the glowing carbon may pre-

ignite the incoming fuel mixture, or more subtly, through presenting a large hot area to greet the incoming fuel mixture, it causes it to expand rapidly so that the internal "loading pressure" raises rapidly to exceed atmospheric pressure which is driving the mixture into the cylinder and the cylinder thereby only receives a partial charge of fuel mixture prior to firing. The resulting power stroke is naturally going to be an under-powered one.

A radiator core clogged on the outside is embarrassed in transferring heat to atmosphere as seriously as when it is clogged on the inside, so an eyeball inspection of the core is important when tracing down overheating, even if the flow test indicates free water passage. Even air-cooled engines suffer from external clogging of fins and air passages by bugs and trash accumulations, so they too require inspection and cleaning.

#### Other Cooling Factors, Too

But whether air-cooled or water-cooled, there are other cooling factors held in common which must be considered when diagnosing cooling complaints. A thermostatically controlled valve will control the flow of air or water around the engine cylinder and head areas, and a checkout of these controls should head up the list of inspections.

The thermostat does the important job of controlling heat and cold to provide the best possible operating temperature under all conditions. So this unit should be inspected for damage and tested for opening and closing temperatures to assure its proper functioning.

It actually isn't very accurate to state that one type of engine is "liquid-cooled" and another is "air-cooled." While we have become accustomed to living with these terms of distinction, for diagnostic purposes, we don't want to overlook the fact that the liquid-cooled engine is dependent on the surrounding air for cooling, both through radiation over its full surface and through transfer at the radiator.

By the same token the air-cooled engine is also dependent on liquid cooling, since the circulating oil in its lubricating system acts as a coolant and heat-transfer medium and in this type engine they usually provide a "radiator" for the oil to assist it in this function. Oil is a coolant in both engines, and also helps to reduce heating through reducing friction.

According to a study made of a heavy-duty engine throughout a wide range of operation the follow-



Look for evidence of leakage that occurred when engine was hot or cold, even though no leakage appears at time of inspection.

ing temperatures were recorded:

Cooling water outlet	140°-200° F.
Piston head	400°-800° F.
Top cylinder wall	200°-700° F.
Piston rings	300°-600° F.
Wrist pin	250°-450° F.
Piston skirt	200°-400° F.
Cooling water inlet (below)	100°-170° F.
Bottom cylinder wall	50°-300° F.
Main bearings	150°-350° F.
Connecting rod bearings	150°-350° F.
Oil sump (below)	100°-300° F.

With the lubricating oil prowling through areas with such a wide range of temperatures, there is little wonder that the oil must be given consideration as a heating or cooling factor of great importance. The proper choice and the condition of the oil must always be considered when solving a problem dealing with heat and heat distribution, or heat transfer and dissipation.

On some automatic drives the oil serves as the lubricant, a hydraulic operating fluid and as a coolant which transfers the internal heat from the drive into the engine's cooling system through an exchanger.

This type system is, of course, an additional load for the engine's cooling system, and just may be the last straw that causes an overheating complaint, so must be considered when diagnosing a problem on this type system.

Now that it is apparent that the maintenance of proper heat levels in all areas of the engine is vital to its operation, the mechanic makes what repairs are necessary to maintain this condition as well as making the more common cooling system in-



Block and radiator can be flushed separately with some on-the-car-type flushing machines. Also, compact flow test, boil out and repair tank units make radiator service quick and profitable.

spections and repairs. If the cooling system is clogged with rust and corrosion and grease or is overheating or losing coolant from other causes, a preliminary inspection is important to make sure the cause is eliminated as well as repairing the effect.

Since the advent of the higher pressures maintained in the radiator, leakage of air into the cooling system or of coolant out of the system may occur only periodically, so it can't be located at any inspection time. It is therefore necessary to look closely for water marks that indicate that leakage of coolant is occurring when the engine is hot or after it is cold, though not showing leakage at the time of inspection.

Special inspections may also have to be made to find if exhaust fumes are leaking into the coolant through casting cracks or if air is leaking into the coolant at the lower hose or water pump, either of which can accelerate cooling system clogging at a high rate. Don't forget the fan belt inspection. Both water and air movement must be maintained for proper heat transfer.

Once reached, the cooling system requires a thorough inspection, test and cleaning. Partial checks and partial cleaning only result in comebacks and dissatisfaction.

For those shops maintaining their own radiator departments, or if a specialist shop is nearby, there should be a flow test machine available to ascertain the need for cleaning and also to prove that full flow has been returned to the system. Some clogging deposits defy ordinary cleaning methods, and if they are

only partially removed, the day of reckoning is only postponed, so a flow recheck is cheap insurance.

A check for clogging and degree of clogging has turned up statistics to the effect that of cars, trucks and tractors checked, 83% of those over one-year-old are plugged 25% or more. When these vehicles are loaded or taken on a long trip, overheating is certain to occur.

Modern equipment in the radiator shop has simplified and made cleaner and more effective the boilout, flushing, inspection and painting of the core. Modern-type cleaning vats circulate the cleaning fluid to loosen dirt, rust and lime deposits in the water passages while cleaning the outside of grease, grime and paint to expose deteriorated areas for soldering. The vats are heated by steam or electricity.

Steel booths are available to protect the operator and shop from splash and overspray during high-pressure flushing and painting. With this type equipment the radiator department is no longer an unsightly operation best hidden from the prospective customer.

Cooling system service can be made a preventive maintenance operation that is not held off until the customer is in trouble and the engine damaged or inefficient when the inspection is made part of tune-up or winter or spring service specials.

### Oldsmobile F-85s Get Spark Plug Change

A CHANGE in spark plug specifications for Oldsmobile F-85

models with two-barrel carburetor engines has been announced by AC Spark Plug Division and Oldsmobile engineers.

The AC-type 46FFX spark plug has replaced the 46FF for original equipment installation. The 46FFX, which is an extended tip spark plug with modified electrode gap, is also recommended for replacement service on the F-85 two-barrel carburetor engine. The 46FF continues as original equipment on Chevrolet Corvairs.

### Chevrolet, AC Announce Spark Plug Switch

THE AC-type 45 spark plug has replaced the type 44 plug as original equipment in 1961 models of Chevrolet's 283 cubic-inch V-8 engine and the "L" six-cylinder engine, according to AC Spark Plug Division and Chevrolet engineers.

The AC-type 45 is also recommended for replacement service in these engines.

### Studebaker Names Anders Western Manager

HALE J. Anders of Tulsa, Okla., has been appointed western manager of Studebaker-Packard Corp.'s retail stores, according to Frank J. Suslavich, vice president and general sales manager of the automotive division.

Anders had been store manager for Fred Jones, Inc., a Ford dealership in Oklahoma City, since 1946. Earlier he was retail sales manager for Fredrickson Tire Co. in that city. He is a native of the town of Waxahachie, Texas.

### Willys Appoints Holden

The appointment of James F. Holden as chief counsel and head of the law department of Willys Motors, Inc., has been announced by Cruse W. Moss, executive vice president. Holden has been associated with Willys as Toledo counsel for many years and has been assistant secretary since 1953. He will devote full time to the direction of the legal affairs of Willys Motors and its domestic and export subsidiaries.

### Chrysler Announces Tire Makes

Factory-installed tires on Chrysler Corp.'s 1962 vehicles will be supplied by Goodyear Tire and Rubber Co. and Goodrich Co., with Goodyear the principal supplier, Chrysler has announced.



Checking thermostats pays off well, for in nine cases out of ten there's a definite need for replacement, this station operator's experience shows.

## Early Thermostat Checking Pays

**S**TART talking antifreeze and thermostats in August. The time to sell thermostats is in late summer when you and your customers have plenty of time," according to Roland H. Anderson, station manager at Lee Lexington Gulf in Arlington, Va., where some 850 thermostats are sold by personal contact in the driveway during the three-month changeover season.

"Don't wait for the first drop in temperature when your station gets so overloaded that you've got to turn half your potential away. Anticipate by starting real early."

In the driveway Anderson and his six personnel (who are on a five per cent TBA incentive) talk antifreeze in late August and offer to check thermostats without charge. All drivers become interested. In nine cases out of ten there is a definite need for replacement of the thermostat, according to Anderson, but only in seven cases out of ten do customers permit a replacement

on an old, worn and defective thermostat.

Early in August Anderson has short sessions with his station personnel reviewing features of thermostats.

"That is more than a pep talk," he explained. "We go over the function of a thermostat, explaining what a thermostat does for a car. We insist that they compare an old defective thermostat with a new one. We tell them to educate a customer to replacing his thermostat every other year.

"We remind them that our stock of 60 thermostats is there to be sold. If they use their opportunity rightly, extra earnings will be theirs. We remind them at this time that the cooling system of a car is the most neglected but most profitable, that there are bonuses to be had if they check hoses, fan belts, radiators, pressure caps and water pumps along with thermostats."

Anderson reenacted a sales situa-

tion likening what he told customers after briefing his own personnel. Showing a customer a thermostat with a defective valve or a rusted spring, he said:

"A thermostat should be replaced every other year. A thermostat is necessary in winter because it brings a car's engine up to maximum performance. It takes maximum heat in a minimum of time. No cold engine can give peak efficiency. A thermostat brings it to peak efficiency in shortest time."

"A thermostat can be a money-saver. A car that has no thermostat or one that is not working can have its radiator overheat and cause antifreeze to boil out. Then antifreeze would have to be added. Also, it costs less in gasoline to run a car that is performing efficiently than one that is not."

Anderson advises checking thermostats even on new cars. Some of the later-model cars have thermo-

(Continued on page 86)

# They Specialize in 'Cultivating' FARM MACHINERY SERVICE

Roy and Ray Elliott, who own and operate Clint Motors, Clint, Texas, cater to the farm trade, but not in the usual garageman's manner. Roy and his son, Ray, give customers with farm-machinery trouble preference.

"We will turn away work on one of our best farm customer's passenger cars to get out another's tractor," said Roy. "With us, the equipment a farmer uses to make his living with comes first. Always!"

And the farmers report they like it this way. For, sooner or later, they are going to be in the position where one of their own tractors is down when needed most, and are relieved to know they can rely on Roy and Ray to get them out of a bind.

"A farmer with equipment troubles," said Ray, "never haggles over what needs to be done or how much it's going to cost. The cost is of minor consequence compared with the expense involved in the downtime. But don't think that same farmer has the same attitude re-

By C. THOMAS

garding his family car."

The farmer wants his equipment in condition so when he gets it back it's ready to go to the field and go to work. He expects the job to be thorough. But he wants it fast.

"We get no tinker jobs," said Roy. "Our farm customers have outgrown the idea that patched jobs are the cheapest."

For example, Clint Motors recently completed an overhaul on a customer's Allis-Chalmers HD-15 that totaled \$3,800. Quite often, they get crawlers to go over that run from \$1,800 to \$3,000.

"To get along with farmers," Roy explained, "we have to figure with them. That is, understand their position. On a tear-down, we always replace the transmission bearings, regardless. The cost of new bearings is nothing compared with getting to them. Furthermore, for the cost of the new bearings a farmer will not gamble the small amount against

the possibility of more down-time. And we explain this to new customers."

But on an engine overhaul, Roy has found that it will go one—or even two—tear-downs before it's absolutely necessary to install new sleeves and pistons—along with a new assembly which includes pins and rings.

"The job must be sturdy and durable. The operator quickly adjusts to a little hum and roar, if the power's there. It's seldom we go over a gas rig that comes to less than \$300 to \$400, parts and labor."

During the growing season, farm tractors are usually laid up—retired until the fall plowing season begins. In the meantime, their irrigation well motors needs servicing.

"During the two-month pumping season, our well motor volume averages between \$2,500 and \$3,000," said Roy. "Nine times out of ten, we have to go get and bring these well motors into our shop. And it's a 'round-the-clock, seven-days-a-week service, including nights, Sun-

The owner doesn't mind sitting down in this clean job.

The engine's left as clean as the seat, too!



days and holidays."

With few exceptions, the wrecker is sent to the field to bring in the well motors. Wrecker service charge is \$7 an hour. There's no overtime charge made, regardless of the day or hour.

"We do no highway wrecker service business," Roy went on. "But our wrecker grosses us between \$300 and \$500 a month."

The wrecker is used extensively to perform on-the-farm services.

"Yesterday, for example," said this Texan, "we used it to lift a 6,000-gallon butane tank out of its pit. Too, we use it to pull tractors out of ditches and others that have done a flip-flop and landed on their backs, sometimes with the operators pinned underneath. A heavy-duty wrecker is indispensable."

"We could say the same of a steam cleaner. If you want to lose a good farm account, just deliver him a tractor that is dirty and greasy. We steam-clean all parts and sheet metal."

Roy and Ray have found it unnecessary to have any idle time to absorb.

"I could spend a day scouting work," said Roy, "and fill my shop for a month. But I never do this. Knowing my customer's equipment, I can always phone one and tell him now's the time to have a certain tractor worked on so it will be ready to go when he hitches on to it."

"A farmer always has equipment in the shed that needs work. But it stays there forgotten until the farmer is reminded. I keep notes on these so when I call a farmer I don't have to ask: 'Got anything that needs workin' on?'"

With the increasing number of diesels being brought into the area, Roy and Ray will eventually install their own fuel injector and pump service. At the present time they have to farm this out, along with their build-up welding work.

"Other than that," Roy concluded, *(Continued on page 77)*

### The Photos:

**Top:** Tractor customer gets his family car serviced after looking over his tractor rebuilt job. Note mechanic is vacuuming the car while customer talks with Ray Elliott.

**Middle:** Ray Elliott picks up a "dead" one.

**Right:** A press is indispensable. Here Ray Elliott presses out a bearing while a mechanic operates a honing machine as a helper looks on. This shop's owners clearly believe in adequate equipment.



# Garagemen Combine to 'Build'

**S**OUTH Carolina members of the Independent Garage Owners of America, like other shop owners, used to depend largely upon the haphazards of luck, disgruntled former employment and proselyting from competitors to find and develop qualified mechanics.

Today they are training their own personnel through the public school system in an organized program that virtually guarantees profit to both employers and employees, with a bonus of added satisfaction to garage customers.

W. Athell Yon, Charleston garageman and state IGO president, said the plan not only has solved a knotty problem of the garage business in his state, but has given an extra achievement to IGO. He emphasized that the project is adaptable in any state, and any group interested is welcome to a blueprint of details.

"We used to have a bad situation in personnel recruitment," he explained. "We were always at the mercy of the roving stumblebum. If we did find a trained, dependable

By BILL ABBOTT

worker, we never knew when he would jump to some other shop, but it was usually a time that we were swamped with business.

"We talked about the problem at length—how to find and keep good mechanics. We finally discovered that all we had been doing to correct the condition was wrong. We were approaching it from the wrong end. We were trying to cure an evil from within our business while the true answer lay outside. We needed help from someone other than garagemen."

The first obvious preliminary step, Yon continued, was to name a committee to try to identify and isolate the basic problem. The committee, headed by Reagan Green, Jr., and Thomas Black, did find the cause of the trouble. It was the fact that too few young men were being interested in and trained for garage shop work.

The committee found, for example, that one of seven employable

males in South Carolina was employed in the automotive industry, and 47% of the state population was employed in some form of industry.

At the same time it was found that high schools were largely emphasizing non-industrial subjects, and those offering shop training lacked adequate students, instructors, equipment and financing.

The committee reported that one school it visited graduated 26 boys

**They're doing something about the shortage!**

last spring, and not one was qualified to become even a trainee for an apprentice mechanic.

In another phase of the general educational program, the committee found that interest was lacking in adult education mechanical subjects.

Yon emphasized that these findings were completely objective in every way, and were not intended to be critical in any respect of anybody or anything.

"We have an excellent school system in South Carolina," he said, "and its membership from top to bottom have been most cooperative with us. Just like the garagemen, they welcomed help and support from the outside. All of us together are doing a wonderful job."

"If our program is undertaken elsewhere, I would like to underscore the fact that it is solely a project of cooperation. It could get nowhere on any other basis."

Based on the successful South Carolina plan, here is a suggested course of action:

1.—Form an active educational committee by the state and each local IGO unit.

2.—Compile a list of members of state, county, district and municipal school boards, directive and administrative units, school principals and personnel in industrial or manual arts departments.

3.—Make the list available to all IGO members.

4.—Through the education committee and members, offer assistance to schools in career counseling and guidance. Interest high school students in garage shop work. Let

Leaders of the mechanics' evening classes at Murray Vocational School at Charleston are (l. to r.): A. Orell Rentz, president of the Greater Charleston IGO unit; Herman G. W. Knobe, instructor, and W. Athell Yon of Charleston, who is the president of the Independent Garage Owners of South Carolina.



# Mechanics

each principal know you are interested.

5.—Offer to organize, provide instructors and recruit pupils for adult evening extension classes.

6.—Encourage better - equipped school shops, more and better industrial arts programs, adequate salaries for instructors, equal at least to those in other school departments.

7.—Interest yourself in other school problems.

8.—Acquaint education leaders and personnel with purposes and objectives of IGO.

9.—Let youth groups know of garage shop opportunities.

10.—Know and work with all groups and individuals concerned on a continuing basis.

Yon stressed the final point.

"You can't expect something for nothing," he said. "The program requires interest, time and effort, but it is well worth all it costs. One of the most satisfying results is the pleasure you will get from the co-operation of your education system which, you have to remember, has



These are some of the Charleston mechanics who have gladly taken the opportunity to improve their shop knowledge at adult evening classes. In this case they have been going into the intricate details of servicing "automatics."

its problems, too."

In addition to a highly recognized mechanics' training program in high schools, adult trade and industrial evening classes are now conducted in Charleston, Greenville, Spartanburg and Columbia, with others planned as the need requires. Sev-

eral nearby towns, in addition, use the Spartanburg and Greenville classes.

Ten-week courses of two three-hour evening classes a week are now being offered in body work, transmissions, carburetors and other phases of automotive repair.

The state department of education was happy to receive the practical guidance and suggestions of IGO in planning and organizing the curricula and instruction methods, also in suggesting qualified, factory-trained men to conduct the courses. At the beginning, IGO shops also were the principal source of pupils to justify the courses, but others are being added and welcomed as word-of-mouth interest spreads.

"We had no difficulty in supplying pupils," Yon said. "Contrary to a general impression, shop workers recognized the opportunity and were glad to take it. Since most of them work on some kind of commission arrangement, they realize that the more they know the more they make. They are enthusiastic.

"Shop morale is helped. Work is better. Customers are benefited. But perhaps best of all, our state and local education departments are pleased with a job well done. Also, garage shop work in general is being upgraded as a career opportunity."

Yon said nothing about garage owners, but apparently they are happy, too.



The IGO of South Carolina shows its interest in mechanics in ways other than school opportunities. This trophy is awarded annually to the mechanic of the winning car in the Darlington, S.C., "Rebel 300" race.



## BODY SHOP OPERATIONS

# Power Tailgate Windows

POWER windows, like many other conveniences to which we have become accustomed, are wonderful so long as they are operating properly.

But, for one cause or another should they fail to function, they can become most inconvenient, as in the following case:

Recently we heard a customer relating his very unpleasant experience with a power-operated tailgate glass. For quite some time he had planned a fishing trip for his three young sons and himself.

When the day arrived, the outboard motor, the portable ice box, portable propane stove, etc., were placed in the rear of the station wagon.

The trip to the fishing camp was most enjoyable, but when time came to unload, they could not lower the tailgate glass! Although there were three separate control switches, not one would operate the glass.

Being the type on which the glass had to be in the lowered position before the tailgate could be opened, the only way to unload was over the seat backs and out through the doors. He was in a good humor when he related the experience, yet

By E. M. LOWERY  
Technical Editor

let it be known that he was very unhappy at the time it happened.

In order to prevent such an experience with some of your customers, we offer tips on preventing power-operated window failure on some of the current-make tailgates.

Chrysler Corp. cars:

On the current Chrysler Corp. cars equipped with electric window lifts, it is possible that an overload condition could damage the nylon-toothed gear in the lift mechanism and result in improper operation of the window regulator.

If an electric window lift jams or operates erratically, and investigation shows that the switch and motors are operating satisfactorily, the window lift mechanism (gear box) should be checked as follows:

**Note:** Disconnect negative ground cable from battery. Remove the window lift assembly through the opening in the door, quarter panel or tailgate. Remove the drive motor from the lift mechanism. Remove the lift mechanism from the regulator mounting plate by remov-

ing the three hex head attaching screws.

**Important:** Be sure to disconnect the counter-balance spring before removing the lift mechanism from the mounting plate.

Remove the lift mechanism cover attaching screws and remove the cover.

Carefully wipe excess lubricant off the top face of the nylon-toothed pinion drive gear in the gear box with clean tissue paper, but do not discard the excess lubricant.

**Note:** This special-type lubricant must be saved for reuse in order to insure proper operation of the gears.

Inspect the nylon gear for any indication of cracking around the outer edge and for looseness on the steel hub.

**Note:** The nylon gear is moulded around a steel hub which is staked to the pinion gear shaft. In some cases, the nylon part of the gear may loosen up, allowing the steel hub to rotate inside the gear.

This condition can be checked by attempting to turn the pinion gear at the outside of the housing with pliers or by clamping the gear lightly in a vise and turning the housing. Leave the worm gear and bearings in the housing when making this test.

If the hub turns inside the gear or the nylon gear ring is cracked, it will be necessary to replace the nylon gear by installing one of the electric window lift parts packages according to model application.

These electric window lift packages contain a pinion gear and shaft, pinion gear washer and specially designed nylon pinion drive gear which should be used whenever it is necessary to repair the window lift mechanism.

Remove the worm gear and bearings from the mechanism housing. Support the housing by placing a

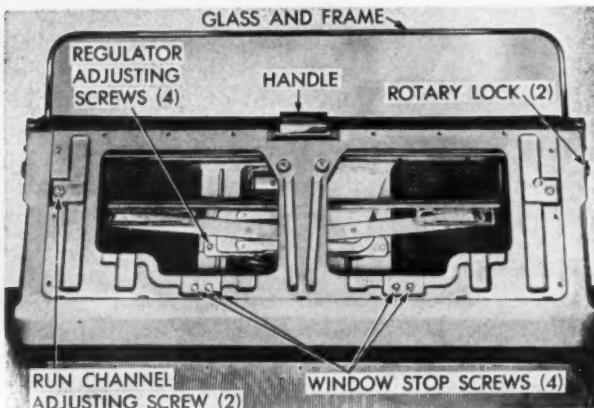


Fig. 1—Tailgate adjustment and aligning points (Chrysler Corp. cars).

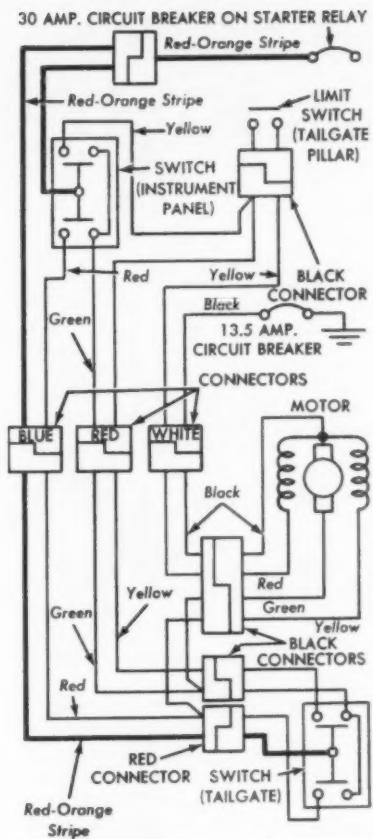


Fig. 2—Tailgate power window wiring diagram (Ford).

$\frac{3}{4}$ " I.D. sleeve or socket over the pinion gear. Place the mechanism housing with support sleeve in an arbor press or vise and press the pinion gear shaft out of the steel drive gear hub.

Note: Exercise care when performing this operation to avoid damaging the bearing in the housing. In some cases, a burr on the shoulder of the pinion shaft may force the bearing out of the housing. If this occurs, slide the bearing up against the pinion gear and grind off the burr so the bearing can be removed. Replace the bearing in the housing.

Install the new pinion gear and shaft and the thrust washer in the housing bearing. Install the new nylon gear with steel hub on the pinion gear shaft and index the gear with the two flats on the shaft. Support the pinion gear and shaft and stake or peen the shaft securely to the gear hub in at least four places.

Re-pack all excess lubricant in the work gear cavity in the housing. Install the worm gear and bearings. If the amount of original lubricant is insufficient, add Lubriplate.

Re-assemble the lift mechanism cover and install the lift mechanism onto the regulator. Install the drive motor and coupling.

Test the operation of the lift mechanism and regulator by connecting to a source of 12-volt power. If operation is satisfactory, install the unit in the door.

Check glass alignment to be sure that it operates freely (Fig. 1).

The 1961 Ford tailgate window: Power window trouble diagnosis: Window will not operate:

1.—Check for battery voltage on both sides of the 30-ampere circuit breaker. Replace the circuit breaker if bad (Fig. 2).

2.—Temporarily separate the red-orange stripe wire connector under the instrument panel and check for battery voltage. Replace or repair the wiring if required.

3.—Connect a lead temporarily from the ungrounded side of the 13.5-ampere circuit breaker in the left taillight area to a good electrical ground. Operate each of the tailgate window switches. If the window operates, repair or replace the ground wire and/or replace the circuit breaker.

4.—In the left taillight area (Fig. 2) separate the blue connector enough to insert a voltmeter test lead and still leave the connector functional. Check for battery voltage at the red-orange stripe lead. Repair or replace the wire if necessary.

5.—Separate the tailgate motor wire connector and connect one lead of a self-powered test light to the motor black ground wire and then with the other lead, test the motor red (field circuit), green (armature circuit) and yellow (field circuit)

wires. Repair or replace the defective components.

One switch will not operate properly:

1.—With a self-powered test light, test the switch (Fig. 2). The tailgate switch can be tested from the switch wire connectors. Replace the switch if necessary.

2.—Test the red-orange stripe wire at the switch to assure availability of battery voltage. Repair or replace the red-orange stripe wire as required.

3.—Check the switch wires for loose connections or an open circuit. Window will not go down:

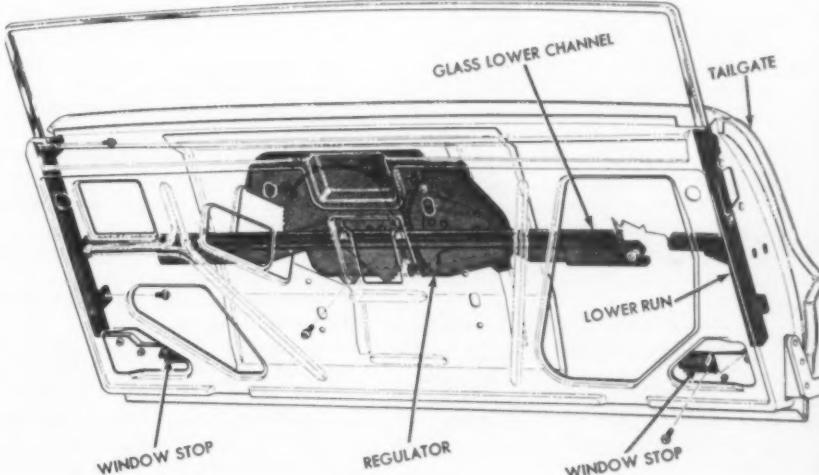
1.—In the left taillight area, separate the blue wire connector enough to insert a voltmeter test lead and still leave the wire connector functional. Check for battery voltage at the red-orange stripe lead. If voltage is not available, trace and check the red-orange stripe wire to the battery terminal of the starter relay (Fig. 2) and repair or replace as necessary.

2.—With the blue connector in step 1 disconnected, connect a self-powered test light from the red (male) terminal of the connector and the ungrounded side of the 13.5-ampere circuit breaker. A completed circuit will indicate that the wires through the motor and back are good. If the test light indicates an open circuit, repair or replace the wires or motor as required.

Window will not go up:

1.—In the left taillight area (Fig. 2), separate the blue wire connector enough to insert a voltmeter test lead and still leave the wire connector functional. Check for battery voltage at the red-orange stripe lead. If voltage is not available,

Fig. 3—Tailgate window mechanism (Ford).



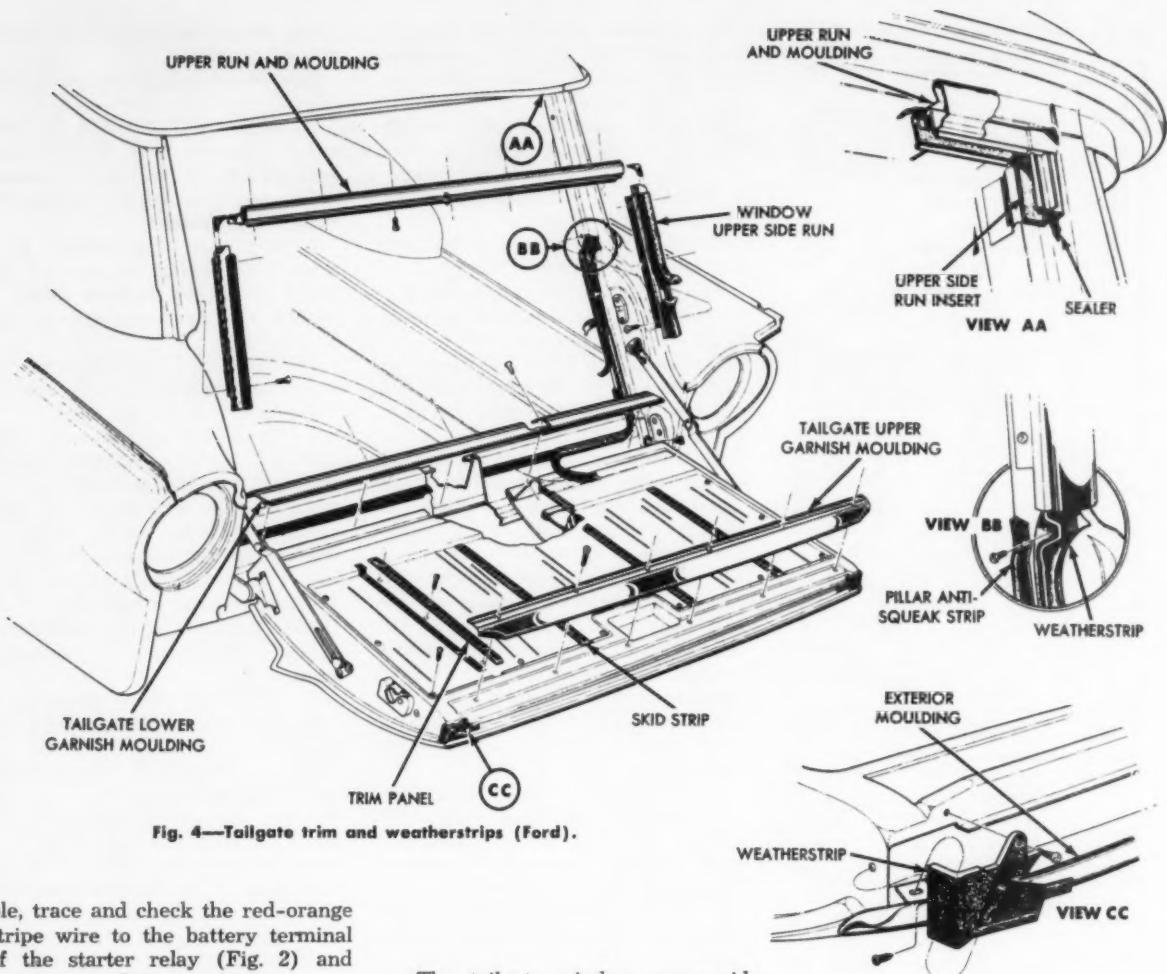


Fig. 4—Tailgate trim and weatherstrips (Ford).

ble, trace and check the red-orange stripe wire to the battery terminal of the starter relay (Fig. 2) and repair or replace as necessary.

2.—Disconnect the limit switch wires at the black connector. Connect a self-powered test light to the limit switch wires and test the switch. The limit contacts are open when the tailgate is open. Repair or replace the switch or wires as required.

3.—In the left taillight area, disconnect the white wire connector and connect a self-powered test light across the motor leads of the wire connector. A completed circuit will indicate that the wires through the motor and back are good. If the test light indicates an open circuit, repair or replace the wires or motor as required.

#### Window adjustments:

The tailgate window lower stops can be adjusted to level the top edge of the glass with the tailgate (Fig. 3).

The window regulator mounting holes are enlarged to correct window sag.

The tailgate window lower run mounting holes are enlarged for window alignment with the upper runs.

The tailgate window upper side run mounting holes are elongated. Remove the tailgate pillar garnish moulding to reveal the upper side run mounting screws.

The tailgate weatherstrips are shown in Fig. 4.

#### Glass replacement:

1.—Open the tailgate and remove the trim panel with the skid strips attached.

2.—Carefully remove the water shield enough to reveal the tailgate access holes and remove the cover from the large access hole.

3.—Roll the window up approximately six inches and remove the glass lower channel retaining clips. Disconnect the regulator arms from the glass lower channel and remove the glass.

4.—Remove the glass frame retaining screws.

Remove the glass frame and the lower channel.

5.—Install new glass tape all around the glass and install the lower channel and glass frame.

6.—Place the glass channel rollers, with the retaining clips installed, in the glass lower channel. Position the

glass in the tailgate runs and install the regulator arms in the rollers.

7.—Roll down the window and check and align the glass.

8.—Install the access hole cover, water shield and the tailgate trim panel.

#### Window regulator:

1.—Remove the window as described previously under "glass replacement."

2.—Remove the regulator retaining bolts (Fig. 3).

3.—On a manual window regulator, lift the regulator from the handle and remove the regulator.

4.—On a power window regulator, disconnect the motor wires at the tailgate wiring harness and remove the regulator with the motor attached.

Do not remove the electric regulator drive assembly for transfer to the new regulator until the regulator counterbalance spring is unloaded. To unload the regulator counterbalance spring, place the spring in a vise so that the spring

## September: Rambler Door Alignment

**Door alignment, door hinge and striker adjustments on the Rambler will pound off from Ed Lowery's own able typewriter next month with ample illustrations.**

can not unwind, disconnect the spring from the outer retaining tab, and then slowly loosen the vise jaws.

Remove the screws retaining the regulator drive assembly and the motor to the regulator and remove the drive assembly and motor.

Position the drive assembly and motor to the new regulator and install the retaining screws.

Drill out the rivets retaining the manual clutch gear and housing assembly to the regulator. Remove and discard the manual drive assembly.

The manual clutch and gear assembly should not be removed until the electric drive gear assembly is installed.

5.—Position the regulator to the tailgate and loosely install the regulator retaining bolts.

6.—Install and adjust the tailgate window and then tighten the regulator retaining bolts.

7.—Install the tailgate trim.

Regulator motor replacement:

1.—Remove the tailgate trim panel and pull back the water shield enough to reveal the motor access hole.

2.—If the motor failed with the glass in the down position, disconnect the regulator arms from the glass channel (Fig. 3) and remove the glass. Disconnect the motor wires from the tailgate wiring harness.

3.—Remove the nuts retaining the motor to the drive assembly and then remove the motor with the drive coupling.

4.—Transfer the drive coupling to the replacement motor.

5.—Route the motor wires between the tailgate inner and outer panels and install the motor and drive coupling to the drive assembly.

6.—Connect the motor wires to the tailgate wiring harness.

7.—Install the tailgate window, if required.

8.—Install the water shield and the trim panel.

Switch and lock cylinder replacement:

1.—Remove the window from the tailgate.

2.—Remove the regulator.

3.—To remove the switch, remove the switch retaining nuts and disconnect the switch wire connectors.

4.—To remove the lock cylinder, remove the switch retaining nuts and place the switch to one side. Insert the key in the lock cylinder, depress the lock cylinder retaining pin, rotate the key clockwise in the lock cylinder until the retaining pin drops and then remove the lock cylinder.

5.—To install the lock cylinder, insert the key in the lock cylinder and slide the cylinder into the retainer. It may be necessary to rotate the lock cylinder to align it with the switch. Install the switch retaining nuts.

6.—To install the switch, route the switch wires between the tailgate outer and inner panels, connect the wires and install the switch retaining nuts. It may be necessary to rotate the lock cylinder to align it with the switch.

7.—Install the window regulator.

8.—Install the tailgate window and trim.

Instrument panel switch replacement:

1.—From under the instrument panel, disconnect the tailgate window switch wire connector from the switch.

2.—Remove the switch retaining nut and bezel from the instrument panel and then remove the switch.

3.—Position the switch on the instrument panel and install the bezel and retaining nuts.

4.—Connect the wire connector to the switch and check the switch operation.

Limit switch replacement:

1.—Open the tailgate and remove the limit switch retaining screws.

2.—Pull the limit switch from the pillar and disconnect the wires at the connector.

3.—Connect the switch wires and install the switch.

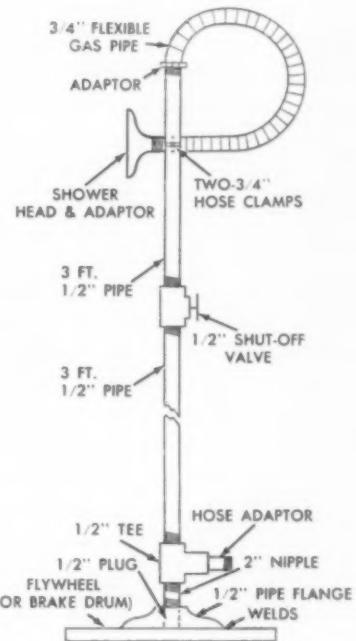
### Spray Stand Helps Find Body Water Leaks

USE of a body water leak detector similar to the one illustrated has been suggested to a

few Chevrolet dealers by a member of the field organization, according to Chevrolet.

Dealerships that built and are already using the low-cost spray stand reportedly find that correction of body water leaks has become an easy, one-man operation.

While the spray stand directs water on the suspected leak area, the serviceman can use a flashlight to check the body interior for leaks. In most cases the source of the leak



will be detected during the first five minutes of spray operation. However, should one of those rare cases be encountered where the area has to be drenched for half-hour or more, the serviceman can perform other work while the spray is operating.

After assembling the leak detector, use a pressure gauge to determine the shut-off valve setting that will provide water pressure of approximately 20-25psi, as desired for leak testing. The amount that the valve was opened to achieve 20-25psi water pressure should be recorded on the stand as the proper operating setting of the valve.

When checking for water or dust leaks in the underbody, rather than applying water to locate the leak it is suggested that an inexpensive photo-flood lamp, equipped with a clamp-on-holder, be attached to the underside of the vehicle in the suspected area of the leak. With the lamp turned on, check the inner side of the panels for entrance of light, Chevrolet said.

**1961 PASSENGER-CAR SPECIFICATIONS**  
**(Souped-Up Specs on Standard Models Are Not Listed)**

MAKE AND MODEL	Std. Wheelbase	TREAD		ENGINE					FLUID CAPACITIES				WHEEL ALIGNMENT				
		Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Stroke H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Quarts)	Transmission (A. I. P. M.)	Fuel Tank (Gals.)	Cooling System (B. O. T. Rate) (Quarts)	Caster (Degrees)	Camber (Degrees)	Tee-in (In.)
BUICK Special	112	56	56	V8I	3.50x2.80	39.2	155@4600	220@2400	215	8.8-1	4	12	16	12	-1/2	0 to 1/2	1/2 to 1/2
BUICK Le Sabre	123	62	61	V8I	4.125x4.3	54.45	250@64400	384@2400	364	10.25-1	4	24	20	17	-1/2	1/2 to 1/2	1/2 to 1/2
BUICK Invicta	123	62	61	V8I	4.1875x3.64	56.11	325@64400	445@2400	401	10.25-1	4	24	20	17	-1/2	1/2 to 1/2	1/2 to 1/2
BUICK Electra	126	62	61	V8I	4.1875x3.64	56.11	325@64400	445@2400	401	10.25-1	4	24	20	17	-1/2	1/2 to 1/2	1/2 to 1/2
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz	129.5	61	61	V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	18 1/2	-1/2 to -1/2	P	1/2 to 1/2
CADILLAC Fleetwood 75	149.8	61	61	V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	18 1/2	-1/2 to -1/2	P	1/2 to 1/2
CHEVROLET 4	119	60.3	59.3	6I	3.56x3.94	30.4	135@4000	217@2000	235.5	8.25-1	5	9	20	17	0 to 1/2	+30' to -30'	1/2 to 1/2
CHEVROLET 8 (293 cu. in.)	119	60.3	59.3	V8I	3.875x3	48	170@4200	275@2200	283	8.5-1	4	9	20	17 1/2	0 to 1/2	+30' to -30'	1/2 to 1/2
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8I	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	19	20	21	0 to 1/2	+30' to -30'	1/2 to 1/2
CHEVROLET Corvair	108	54	54	6A	3.4375x2.6	28.4	145@4000	145@3000	145	8-1	4	6	14	3 1/2	3 1/2 to 1/2	3 1/2 to 1/2	0 to 30'
CHEVROLET Corvette	102	57	59	V8I	3.875x3	48	230@4800	300@3000	283	9.5-1	5	16	14	15 1/2	0 to 30'	0 to 30'	0
CHRYSLER Newport	122	61	59.7	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	23	16	C	B	1/2
CHRYSLER Windsor	122	61	59.7	V8I	4.25x3.38	57.8	305@4400	410@2400	383	10-1	5	22	23	16	C	B	1/2
CHRYSLER New Yorker	129	61.2	60	V8I	4.18x3.75	55.9	350@4400	470@2800	413	10-1	5	22	23	16	C	B	1/2
CHRYSLER Imperial	129	61.8	62.2	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	1/2
COMET (144.3 cu. in.)	114	55	54.5	6I	3.5x2.5	29.4	85@4200	134@2000	144.3	8.7-1	3 1/2	15	14	8.7	1 1/2 to 1/2	0 to 1/2	1/2 to 1/2
COMET (171 cu. in.)	114	55	54.5	6I	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	3 1/2	15	14	8.7	1 1/2 to 1/2	0 to 1/2	1/2 to 1/2
DE SOTO	122	61	59.7	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	20	16	C	B	1/2
DODGE Lancer	106.5	56	55.5	6I	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	1/2
DODGE Dart 8	118	61.5	60.1	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	C	B	1/2
DODGE Dart 8	118	61.5	60.2	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	13	C	B	1/2
DODGE Polara	122	61.5	60.2	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	19	20	16	C	B	1/2
FORD Fairlane 8	119	61	60	6I	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	20	20	15	+1/2	1/2 to 1	1/2 to 1/2
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	119	61	60	V8I	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	+1/2	1/2 to 1	1/2 to 1/2
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	119	61	60	V8I	4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	+1/2	1/2 to 1	1/2 to 1/2
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	119	61	60	V8I	4.05x3.78	52.49	300@4600	428@2800	390	9.6-1	5	20	20	19.5	+1/2	1/2 to 1	1/2 to 1/2
FORD Falcon (170 cu. in.)	109.5	55	54.5	6I	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	4 1/2	12 1/2	14	8.7	+1/2	1/2 to 1/2	1/2 to 1/2
FORD Thunderbird	113	61	59	V8I	4.05x3.78	52.49	300@4600	427@2800	390	9.6-1	5	20	20	19.5	-1/2 to -1/2	0 to +1	1/2 to 1/2
FORD Falcon (144.3 cu. in.)	109.5	55	54.5	6I	3.5x2.5	29.4	85@4200	144.3	8.7-1	4 1/2	3 1/2	14	8.7	-1/2 to -1/2	0 to +1	1/2 to 1/2	
LINCOLN Continental	123	62.1	61	V8I	4.3x4.7	59.17	300@4100	465@2000	430	10-1	5	23	21	22	0 to -90'	0 to 45'	.063 to .188
MERCURY Meteor 600	120	61	60	6I	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	19	20	15	+1/2	1/2 to +1	1/2 to 1/2
MERCURY Meteor 600 and Monterey (292 cu. in.)	120	61	60	V8I	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	+1/2	1/2 to +1	1/2 to 1/2
MERCURY Meteor 600 and Monterey (352 cu. in.)	120	61	60	V8I	4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	+1/2	1/2 to +1	1/2 to 1/2
MERCURY Meteor 600 and Monterey (390 cu. in.)	120	61	60	V8I	4.05x3.78	52.5	300@4600	427@2800	390	9.6-1	5	20	20	19.5	+1/2	1/2 to +1	1/2 to 1/2
OLDSMOBILE F85	112	56	56	V8I	3.5x2.8	39.2	155@4800	210@3200	215	8.75-1	4	12	16	11	-1/2 to -1/2	0 to +1/2	1/2
OLDSMOBILE 88	123	61	58	V8I	4.125x3.687	54	250@4200	402@2400	394	8.75-1	4	11	20	19 1/2	0 to -1	-1/2 to +1/2	0 to 1/2
OLDSMOBILE Super 88	123	61	61	V8I	4.125x3.687	54	325@4600	435@2800	394	10-1	4	12	20	19 1/2	0 to -1	-1/2 to +1/2	0 to 1/2
OLDSMOBILE 98	126	61	61	V8I	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	0 to -1	-1/2 to +1/2	0 to 1/2
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	C	B	1/2
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	20	C	B	1/2
PLYMOUTH Super Fury 8	118	60.9	59.6	V8I	3.91x3.31	48.9	260@4400	345@2800	318	9-1	5	19	20	20	C	B	1/2
PLYMOUTH Valiant	106.5	56	55.5	6I	3.4x3.125	101@4400	153@2400	170	8.2-1	4	15	13	11	C	B	1/2	
PONTIAC Catalina and Ventura	119	62.5	62.5	V8I	4.06x3.75	52.8	215@3600	300@2000	389	8.6-1	4	12	25	18 1/2	-1 1/2 to 1/2	+1/2 to 1/2	0 to 1/2
PONTIAC Star Chief and Bonneville	123	62.5	62.5	V8I	4.06x3.75	52.8	235@3600	402@2000	389	8.6-1	4	18	25	18 1/2	-1 1/2 to 1/2	+1/2 to 1/2	0 to 1/2
PONTIAC Tempest 4	112	56.8	56.8	4I	4.6x3.75	26.4	100@3600	190@2000	194.5	8.6-1	4	15	11.6	-1.40' to +1/2	+0.8 to +1/2	0 to 1/2	0 to 1/2
PONTIAC Tempest 8	112	56.8	56.8	V8I	3.5x2.8	39.2	155@4600	220@2400	215	8.8-1	4	15	11.6	-1.40' to +1/2	+0.8 to +1/2	0 to 1/2	0 to 1/2
RAMBLER American—De Luxe and Super	100	54.62	55	6L	3.125x4.25	23.44	90@3800	160@1600	195.6	8-1	4	20	20	11	D	0 Prf.	1/2 to 1/2
RAMBLER American Custom	100	54.62	55	6L	3.125x4.25	23.44	125@4700	180@1600	195.6	8.7-1	4	20	20	10	D	0 Prf.	1/2 to 1/2
RAMBLER 8	108	57.75	58	6I	3.125x4.25	23.44	127@4700	180@1600	195.6	8.7-1	4	20	20	9 1/2	E	0 Prf.	1/2 to 1/2
RAMBLER 8	108	58.75	59.12	V8I	3.5x3.25	39.2	200@4900	285@2500	250	8.7-1	4	20	20	19	E	0 Prf.	1/2 to 1/2
RAMBLER Ambassador	117	57.75	59.12	V8I	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	20	18	E	0 Prf.	1/2 to 1/2
STUDEBAKER Lark 8	108.5	57.37	56.56	6I	3x4	21.6	112@4500	154@2000	169.6	8.5-1	5	18	18	11	+1/2 0 Prf.	0 to +1	1/2 to 1/2
STUDEBAKER Lark 8	108.5	57.37	56.56	V8I	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	+1/2 0 Prf.	0 to +1	1/2 to 1/2
STUDEBAKER Hawk Coupe	120.5	57.37	56.56	V8I	3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17	-1/2 to -3	0 to +1/2	1/2 to 1/2

ABBREVIATIONS

A—Horizontally opposed.  
 B—Left +1/2, right +1/2.  
 C—Power steering +1/2 to 1/2.  
 Manual =1/2.

D—Manual steering +1/2 Prf.  
 Power steering +2 Prf.  
 E—Manual steering +1/2 Prf.  
 Power steering +1 Prf.  
 F—Left +1/2 to 1/2, right +1/2 to -1/2.

I—Valve-in-head.  
 L—L-head.  
 Prf.—Preferred.

**“...I like their way of doing business”**

says **R. C. McILWAIN**, Ford dealer,  
Columbia, Louisiana

“Twenty years ago, I selected Commercial Credit from among several finance plans—and we've worked with them through the years—because I like their way of doing business. They help us reach more customers because they make it possible to give most any terms asked for. And whenever I have had need of Commercial Credit's help, they have come running. As far as customer features of the Plan are concerned, life insurance helps close the deal from the wife's standpoint—and the speed with which they get a customer back into a car after a collision keeps things sold. Commercial Credit Morning Meeting Guides have been very helpful in training and enthusing my salesmen.”

***Commercial Credit  
serves successful dealers***

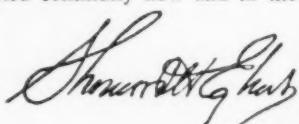
For complete information on how our service can help promote your success, call or write the Commercial Credit Corporation office nearest you.



Studebaker  
launches a  
new line of  
Quality-built  
cars and trucks  
deliberately  
designed  
to sell  
in volume!

## TO THE SUCCESSFUL BUSINESSMAN WHO WOULD

"Studebaker today is a world-wide industrial complex of diversified expanding interests. Our Corporation is constantly moving into new fields of opportunity on a sound financial basis. This is the solid foundation on which our 109-year-old Automotive Division is based—the footing that assures Studebaker and its dealers the security of uninterrupted continuity now and in the years ahead."



Sherwood H. Egbert President

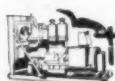


You may find exactly  
the opportunity you  
have been seeking  
in Studebaker's  
vigorous expansion  
program

# THIS IS STUDEBAKER...GROWING!

MAKER OF AMERICA'S BEST-BUILT CARS AND TRUCKS

THESE DIVERSIFIED DIVISIONS,  
EACH THE QUALITY-LEADER  
IN ITS FIELD, ADD STRENGTH  
AND STABILITY TO  
STUDEBAKER TODAY!



### Onan Division

World's largest manufacturer of diesel, gasoline and propane powered electric generators, from 500 watts to 230,000 watts and air-cooled gasoline engines.



### CTL Division

Structural plastics and high temperature shielding for astronaut Project Mercury, and nose cone shielding for the Jupiter, Titan and Pershing ICB missiles.



### Gravely Tractor Division

Leader in manufacture of Quality utility tractors, producing over 30 separate tools and attachments for lawn, garden, farm and industrial applications.



## LIKE TO GROW WITH A GROWING ORGANIZATION

Big things are happening at Studebaker—make no mistake! Under the dedicated leadership of a new, aggressive, growth-minded management team, exciting programs have been created to capture for Lark, Hawk and Studebaker trucks substantially larger shares of the automotive market.

These call for re-designed and customer-oriented Larks and Hawks, each featuring advances unique in their price classes.

Advertising, merchandising and promotion programs are being integrated—stepped up—given a fresh, new look—*more sales power!*

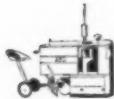
*The one thing that will remain unchanged is the traditional Quality that has always distinguished Studebaker-built products!*

This tradition, going back 109 years, produces very tangible results for Studebaker dealers. One example: average preparation costs of Studebaker-built cars and trucks are far below the industry average.

*Economists predict a continually-expanding economy. Every Division of Studebaker's well-knit complex of growth industries and businesses is geared to profit and further growth. We have the facilities and the products and we have the incentive*

*to capitalize on our great potentials. We are on our way!*

Excellent franchise opportunities are available for aggressive enterprising businessmen in Studebaker's exciting new program of expansion. This is your chance to share in a most unusual profit opportunity . . . in Studebaker's inevitably deeper market penetration . . . in short your chance to grow with a growing organization. Write today to Mr. Frank Soslavich, Vice President and General Sales Manager, Studebaker, South Bend 27, Indiana. Information regarding this most important business opportunity will be sent promptly.



### Clarke Floor Machine Division

First name in industrial, commercial and institutional floor maintenance equipment and Quality sanders, sweepers, scrubbing and polishing machines.



### Chemical Compounds Division

Manufacturer of Quality specialized additives—"Blitz" for engine fuel; "STP" for engine oil to reduce friction and oil consumption, prolong engine life.



### Gering Plastics Division

Volume producer of Quality thermoplastic molding compounds, polyethylene sheeting; maker of Tidy-Mat household and floor mats and shelf liners.



### Mercedes-Benz Sales Division

U.S. distributor of Mercedes-Benz Quality gasoline and diesel motor cars and busses and DKW and Auto-Union front-wheel drive automobiles.

**Plants and Affiliates in:**  
Argentina  
Australia  
Belgium  
Canada  
Chile  
England  
Israel  
Italy  
Mexico  
South Africa  
Switzerland

## 1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

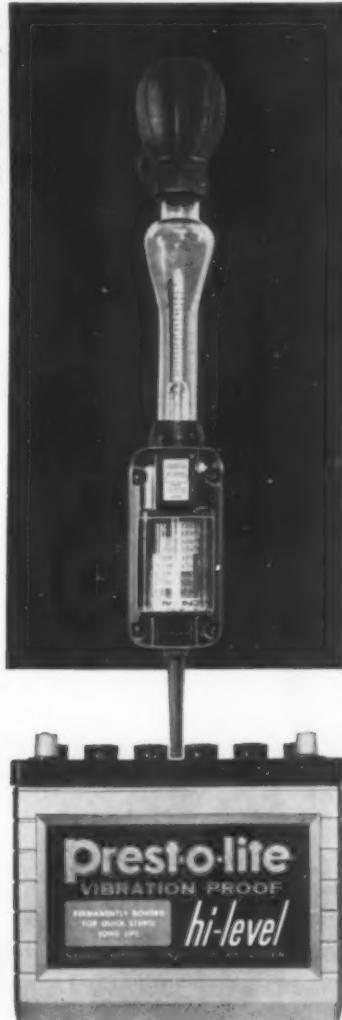
MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (Oz.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance (Max. Centrif. Degrees)	Spark Advance (Max. Vac. Degrees)		Cav. & Ter. Grd.	Cav. Mfr.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)
BUICK Special.....	13-19	30±1	19-23	7.5@1050rpm	VD	30-35	17@2100	17.5@16°	40N	RP	4½-5½	Au	Au	29bt
BUICK Le Sabre.....	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18°	70N	RP-St	5-6½	Au	Au	31bt
BUICK Invicta and Electra.....	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18°	70N	RP-Ca	5-6½	Au	Au	33bt
CADILLAC (All Models).....	16	28-32	19-23	5@480	VD	35	9@2000	12@20°	70N	RP-Ca	5½-6½	Au	Au	39bt
CHEVROLET 6.....	19	28-35	19-23	5bt	FW	33-38	10@1400	22@15.5°	53N	RP	3½-4½	Ast	Ast	16bt
CHEVROLET V-8 (283 cu. in.).....	19	26-33	19-23	4bt	VD	33-38	28@3750	15@15.5°	53N	RP-Ca	5½-6½	Ast	Ast	18bt
CHEVROLET V-8 (348 cu. in.).....	19	26-33	19-23	8bt	VD	33-38	24@4600	15@15.5°	61N	RP-Ca	5½-6½	Ast	Ast	18½bt
CHEVROLET Corvair.....	19	32-34	19-23	4bt	CsP	35	32@3600a	23@15.2b	35N	RP-Ca	5½-6½	Ast	Ast	43bt
CHEVROLET Corvette.....	19	26-33		4bt	VD	33-38	28@3700	15@15.5°	53N	RP-Ca	5½-6½	Ast	Ast	12½bt
CHRYSLER Newport.....	14-19	27-32	17-21.5	10bt	VD	35	24@4100	22@15°	60N	St	4-5	Au	Au	15bt
CHRYSLER Windsor.....	14-19	27-32	17-21.5	10bt	VD	35	24@4100	22@15°	60N	Ca	4-5	Au	Au	15bt
CHRYSLER New Yorker and Imperial.....	14-19	27-32	17-21.5	10bt	VD	35	21@4600	22@15°	70N	Ca	4-5	Au	Au	15bt
COMET (144.3 cu. in.).....	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35°	40N	Ho	4-5	16	16	15bt
COMET (170 cu. in.).....	24-26	35-38	17-20	10@500	CsP	32-36	F	19.8@3°	40N	Ho	4-5	16	16	15bt
DE SOTO.....	14-19	27-32	17-21.5	10bt	CsP	35	24@4100	26@16°	60N	St	4-5	Au	Au	13bt
DODGE Lancer.....	17-23	40-45	17-21.5	5.5bt	CsP	35	27@3850	25@14.5°	50N	Ca	4-5	10	20	8bt
DODGE Dart 6.....	17-23	40-45	17-21.5	5.5bt	CsP	35	25@4400	20.6@12°	50N	Ca	4-5	10	20	8bt
DODGE Dart 8.....	14-19	27-32	17-21.5	5btcd	CsP	35	25@4600a	30@17°	50N	St	4-5	10	18	17bt
DODGE Polara.....	14-19	27-32	17-21.5	10bt	CsP	35	24@4100	26@16°	60N	St	4-5	Au	Au	15bt
FORD Fairlane 6.....	24-28	35-38	17-20	10@500	VD	32-36	F	26@8.3°h	55N	Ho	4-5	19	19	23bt
FORD Fairlane 500 8 and Galaxie (292 cu. in.).....	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	25@19°h	55N	Ford	4½-5½	18	18	12bt
FORD Fairlane 500 8 and Galaxie (352 cu. in.).....	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	25@16°h	65N	Ford	4½-5½	Au	Au	22bt
FORD Fairlane 500 8 and Galaxie (390 cu. in.).....	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17°h	65N	Ford	4½-5½	Au	Au	26bt
FORD Falcon (144.3 cu. in.).....	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35°h	40N	Ford	4½-5½	Au	Au	15bt
FORD Falcon (170 cu. in.).....	24-26	35-38	17-20	4bt	CsP	32-36	0@0°	24½@3.3°h	40N	Ford	4½-5½	16	16	15bt
FORD Thunderbird.....	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17°	65N	Ford	4½-5½	Au	Au	26bt
LINCOLN Continental.....	15	26-28½	17-20	6bt	VD	34	30@4000	22@18°	80N	Ca	5-6	Au	Au	22bt
MERCURY Meteor 600.....	24-28	35-38	17-20	10@500	VD	32-36	F	26@8.3°	55N	Ho	4-5	19	19	23bt
MERCURY Meteor 800 and Monterey (292 cu. in.).....	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	25@19°h	55N	Ford	4½-5½	18	18	12bt
MERCURY (352 cu. in.).....	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	25@16°h	65N	Ford	4½-5½	Au	Au	22bt
MERCURY (390 cu. in.).....	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17°	65N	Ford	4½-5½	Au	Au	26bt
OLDSMOBILE F85.....	13-18	28-32	19-23	5bt	CsP	40	26@4200	25@16°	40N	RP	4-5½	Au	Au	22bt
OLDSMOBILE Dynamic 88 and Oldsmobile Super 88 and 98.....	16	28-32	19-23	5bt	VD	30	26@4400	23½@21°	60N	RP	5-6	Au	Au	14bt
OLDSMOBILE Super 88 and 98.....	16	28-32	19-23	5bt	VD	30	26@4400	23½@21°	70N	RP	5-6	Au	Au	11bt
PLYMOUTH 6 Savoy, Belvedere and Fury.....	17-23	40-45	17-21.5	25bt	CsP	35	25@4400	20.6@12°	50N	Ca	4-5	10	20	8bt
PLYMOUTH 8 Savoy, Belvedere and Fury.....	14-19	27-32	17-21.5	5bt	CsP	35	20@4600	30@17°	50N	Ca-St	4-5	10	18	17bt
PLYMOUTH Super Fury.....	14-19	27-32	17-21.5	10bt	CsP	35	19@4400	23@13.2°	50N	Ca	4-5	10	18	13bt
PLYMOUTH Valiant.....	17-23	40-45	17-21.5	2.5bt	CsP	35	26@3850	25@14.5°	50N	Ca	4-5	10	20	8bt
PONTIAC Catalina and Ventura.....	16	30±2	19-23	6bt	CsP	33-38	22@3600	20@15°	K	RP	5½-6½	Au	Au	14bt
PONTIAC Star Chief and Bonneville.....	16	30±2	19-23	6bt	CsP	33-38	20@2850	20@17°	K	RP	5½-6½	Au	Au	14bt
PONTIAC Tempest 4.....	13-19	73-77	19-23	6bt	CsP	33-38	22@3750	20@15°	42N	RP	4-5½	Au	Au	14bt/
PONTIAC Tempest 8.....	13-19	28-32	19-23	5bt	VD	30-34	28@3700	16@15.7°	42N	RP	4-5½	Au	Au	29bt
RAMBLER American De Luxe and Super.....	17-22	37-21	17-22	3bt	VD	33-37	14@4000	11@11°	40N	Ca	4-5½	16	18	10bt
RAMBLER American Custom.....	16	28-35	19-23	8bt	VD	33-37	22@4000	22@16.5°	45N	Ho	4-5½	12	16	12½bt
RAMBLER 6 De Luxe and Super.....	16	28-35	19-23	8bt	VD	33-37	22@4200	22@16.5°	45N	Ca-Ho	4-5½	12	16	12½bt
RAMBLER 8 De Luxe, Super and Custom.....	14-19	28-32	17-22	tcd	VD	33-37	36@3800	20@15°	50N	Ho	4-5½	12	14	12½bt
RAMBLER Ambassador.....	14-19	28-32	17-22	tcd	VD	33-37	36@3800	20@15°	60N	Ho	4-5½	Au	Au	12½bt
STUDEBAKER Lark 6.....	17-22	37-41	17-22	2bt	VD	33-38	26@1800	16@13°	50N	Ca	3½-5½	J	L	15bt
STUDEBAKER Lark 8 and Hawk Coupe.....	16	28-32	19-23	4bt	VD	33-38	26@2200	18@13°	50N	St	3½-5½	J	L	11bt

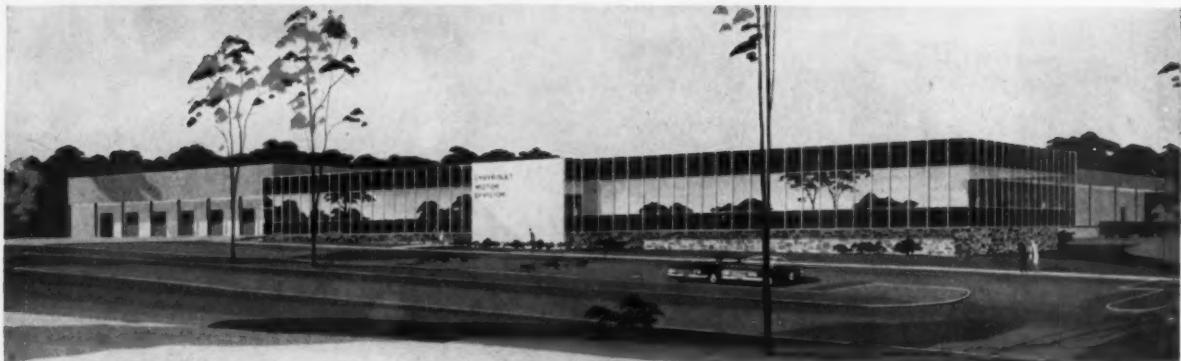
### ABBREVIATIONS

- a—Powerglide 20@3600.
- Super Turbo 24@4800.
- Au—Automatic transmission.
- Aut—Automatic.
- Super Turbo 23@15.2°.
- b—Powerglide 23@16.2°.
- btc—Before top center.
- C—2@btcd manual, 6@btcd automatic.
- c—Super Turbo air 5bt.
- Ca—Carter.
- CsP—Crankshaft pulley.
- d—Manual trans. 5bt.
- Auto. trans. 10bt.
- e—Manual trans. 5bt.
- Auto. trans. 10bt.
- F—Non centrifugal.
- f—Auto. trans. 30°.
- FW—Flywheel.
- g—Auto. trans. 5bt.
- h—Automatic transmission.
- Ho—Holley.
- J—23-25.
- K—50 or 60N.
- L—25-27.
- N—Negative.
- RP—Rochester Products.
- St—Stromberg.
- VD—Vibration damper.
- x—Auto. trans. 20@4600.

# How to sell Prest-O-lite Batteries to half your customers in the next twelve months

Statistics show that about half your customers will buy a new battery during the coming year. Will they buy it from you? Hoping won't help much. But the Prest-O-Lite "Turn Lead Into Gold" battery program will. This program is based on one simple fact. The more batteries you check, the more batteries you'll find on the verge of collapse and the more batteries you'll sell. There's another point you shouldn't overlook. To most motorists there's nothing more troublesome than finding their battery stone cold dead. Discovering an almost-dead battery before it fails can save your customer a lot of time and inconvenience. The device on the right is the key to how to do it: the Prest-O-Lite "Climate Eye" automatic temperature-corrected battery tester that lets you quickly and accurately read the specific gravity of each battery cell. In a minute or so you can tell your customer the exact condition of his battery. Sound good? It is. Call your Prest-O-Lite supplier for details on the "Turn Lead Into Gold" program. That is . . . if you are interested in selling Prest-O-Lite Batteries to half your customers during the next twelve months. The Electric Autolite Company, Toledo 1, Ohio.





## TEN MILLION GENERATORS AGO\*

a new  
performance  
test was created

For Service Shops and Jobbers, it provides Rebuilt Generators proved fit for road service before they leave the production floor.

How is it possible? We spent years finding the answer. In fact, the first 101 testing methods which we designed and built were unsatisfactory. But the 102nd design succeeded, and Test "102" was born. Since then, advanced electronic instrumentation has refined its accuracy and reliability.

Does it work? We think so because more than 10,000,000 Arrow Generators have passed this "performance test", others have failed and gone back for reprocessing. No Arrow Rebuilt Generator ever leaves the plant until Test "102" has proved it fit for service.

\*That is, ten million ARROW generators ago.



## ARROW ARMATURES COMPANY

BOSTON 34, MASS. • SPARTANBURG, S. C.

This architect's sketch shows a two-acre building to be built at Charlotte, N. C., which will house Chevrolet parts and accessories warehouse and zone offices. Construction will begin late this summer and, when completed next summer, the depot will stock more than 6,200 different automotive parts and accessories for distribution to nearly 300 Chevrolet, Pontiac and Oldsmobile dealers in the Carolinas. The warehouse portion will be constructed of brick and steel, with the office section featuring glass and porcelainized steel panels.

## American Motors' Sales Upturn in Quarter

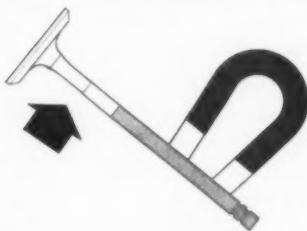
**A** N UPTURN in sales and earnings for its third quarter ended June 30, announced by American Motors Corp., placed earnings for the three-month period at \$7,689,174, compared with \$2,208,264 the company's previous quarter.

In the June quarter a year ago when production and sales reached all-time highs, net earnings totaled \$17,109,144. Third-quarter net sales this year were \$244,562,832, up 36% over the previous quarter, when \$179,741,066 was reported, and compared with the record third quarter of \$310,409,367 in the June 1960 period.

President George Romney pointed out that Rambler's share of the domestic automobile market during the June quarter was 6.8%, according to trade reports, representing a continued improvement over the 6.7% in the first two quarters of the year. Rambler retail sales of 40,055 units in June marked the fifth time the company has recorded a monthly total above 40,000. The June result was the best in 12 months, the executive said.

Retail sales of Rambler and Metropolitan cars in the United States totaled 107,653 in the quarter, representing a 31% increase over the preceding quarter.

This simple test will tell you if you have Bi-Metal Valves



● To be sure you're getting Bi-Metal Valves, touch a magnet to the stem. If it's genuine Allied Bi-Metal, the magnet will cling to the lower part, but have no attraction for the upper stem and head.

You will see by the slight difference in metal coloration where the two metals are welded into one solid, inseparable unit of steel.

# You need two metals in a valve!



● In most engines today, only a valve made of *two* metals can give you the service you want. It requires one steel alloy to withstand the extreme temperatures the head must take . . . another for the terrific pounding the stem must endure. That's why Allied Bi-Metal Valves have Austenitic steel in the heads, hardenable steel for the tip-hardened

stems. Allied also offers full coverage for heavy duty applications requiring Stellite-faced valves and sodium filled valves.

Depend on your N.A.P.A. Jobber for this exclusive service on Allied Valves and all related parts in the valve train.

This sign—on your shop  
—is your customer's assurance of  
fast service with quality parts.

Get it from your N.A.P.A. Jobber  
...a good man to know!



ALLIED AUTOMOTIVE PARTS CO. • INDIANAPOLIS 7, INDIANA

# DRAWING A BEAD ON PROFITS

**THERE'S AN EXTRA \$3,102**—and even more—that can find its way into your pocket this year! Because now you can handle that special service you've had to send out! With the low-cost, simple-to-operate Alemite Cross-Sight Wheel Aligner, you can easily average an alignment job per day! What's more, you'll have the added profit each repair order will bring. These average close to \$14 each with shock absorbers, king pins, bushings and tires needing replacement after alignment. Alemite knows the best way to set you up for added profits right now. Plus—Alemite will train you right in your own shop!

**NO RAMP—NO PIT NEEDED!** No costly installation or maintenance expense. Gives accurate results anywhere...inside or out...even on floors or outside surfaces that are not absolutely level. You start earning these extra profits as soon as the Alemite Wheel Aligner is delivered!

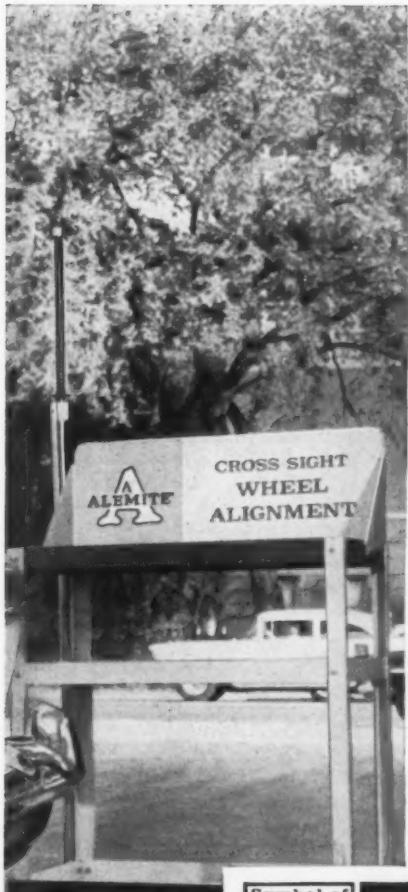




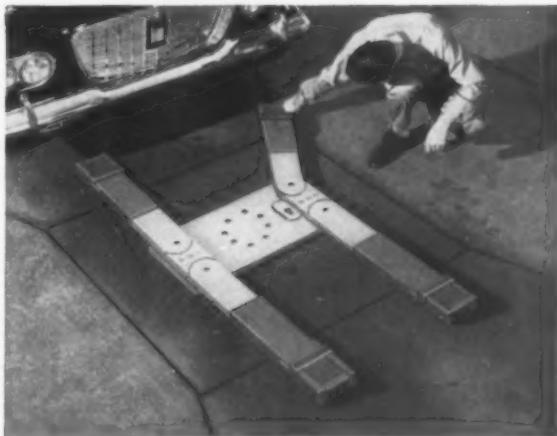
**CASH IN ON FAST LUBE SERVICE!** The first time you hold the gun and hit the fitting with Alemite Lube Equipment you'll notice the smooth delivery—with no time lag between shots—with all the power you need. Depend on Alemite to help you do more lube jobs—faster!



**MAKE AN EXTRA \$3,800 PROFIT!** Average just 2 jobs a day with an Alemite "On-the-Car" Wheel Balancer and you get it! It's the only portable balancer that does a *complete* job—both up and down and side to side balancing... and does it easier, faster and better too!



**ONE LIFT FOR ALL CARS!**  
Ever wonder what type of car will drive in your lube bay next? A compact—a sports job—foreign make—a wide track or standard model? No matter what model comes in, no problem with an Alemite Lift. They'll handle every size and shape of car on the road today. They'll save you money—too—either in new installation or for replacement.



Send for a free, fact-filled booklet telling the whole, big-profit story of Alemite Equipment. Indicate which specific products you are most interested in.



**WHEEL ALIGNER**  **Automotive Lifts**  **Strato-Line Lubrication Equipment**  **Wheel Balancer**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**ALEMITE**  
DIVISION  
**STEWART-WARNER**  
CORPORATION

Dept. OH-81, 1850 Diversey Parkway, Chicago 14, Ill.

In Canada: Stewart-Warner Corporation of Canada, Ltd.  
Belleville, Ontario



This automotive electric clinic conducted by Arrow Armatures Co.'s district manager, Wayne Cox (in white shirt), was sponsored by S & S Auto Parts in Kensett, Ark., and was one of a series which Arrow is currently conducting for service shop owners and mechanics under the sponsorship of local automotive jobbers. The clinics are illustrated by two-color flip charts and feature trouble spots and methods for locating and correcting them.

### Check Protection System Contained in Manual

**CHECK** Smart, a manual published by the Business Protective Association, 617 Southwest 31, Oklahoma City 9, Okla., contains a liberal education in the safe ways to write, handle and cash checks.

Pointing out how checks can be written more carefully—so near perfection that they are practically crook-proof, the publication warns against the dangerous practices of cashing, singles out careless practices of handling checks and shows with drawings and illustrations what to do and what not to do.

The manual is available for \$1 upon request on business letterhead.

### Studebaker Establishes Research Division

A N APPLIED research division to develop new products and improve existing products has been established by Studebaker-Packard Corp., President Sherwood H. Egbert announced.

Maynard J. Isley, a research pioneer in ballistic weapon systems, is the first of a number of specialized engineers who will be in charge of the division, Egbert said. Isley, 48, had been associated with Chrysler Corp. since 1937.

### Wilson County Tarheels Elect

Robert Taylor of Taylor Oldsmobile Co. is the new president of the Wilson County (N. C.) Automobile Dealers Association. Other officers are James R. Banks of Wilson Auto Sales, vice president, and Jesse W. Corbett, Jr., of Corbett Motor Co., Inc., secretary-treasurer.

**SAJ's new payment for Time Savers (see page 133) is \$10. If you have an original, time-saving idea, shoot it right on in to us!**



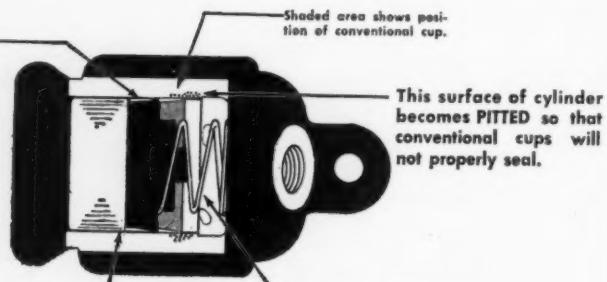
## TRU-TORQUE

### SPACER CUP and PISTON ASSEMBLIES

for

1957-58-59-60-61 PLYMOUTH and DODGE  
1956-57-58-59-60-61 CHRYSLER and DESOTO  
Center-Plane BRAKE ASSEMBLIES

SPACER CUP starts 3/16" from original cup, working in a new surface area.



STEP TYPE PISTON and CUP makes possible the re-positioning of cup. (Same as Famous TT-095 TRU-TORQUE)

- **SAVES** substantial time lost in changing cylinders
- **SAVES** cost of new cylinder
- **GIVES TRU-TORQUE PROTECTION** against leaks
- **SMOOTH ACTION** and complete release without sticking or dragging brakes
- **MOST ECONOMICAL**—saves replacing cylinders and costly comebacks



**TRU-TORQUE**

OTTO-ITEMS, INC.

1200 RECO AVE. • ST. LOUIS 26, MO.  
"IN CRESTWOOD"



*the Heart of Your Tool Kit*

YOU CAN'T BUY A BETTER

**RATCHET**

ASK YOUR JOBBER TO SHOW YOU ONE!

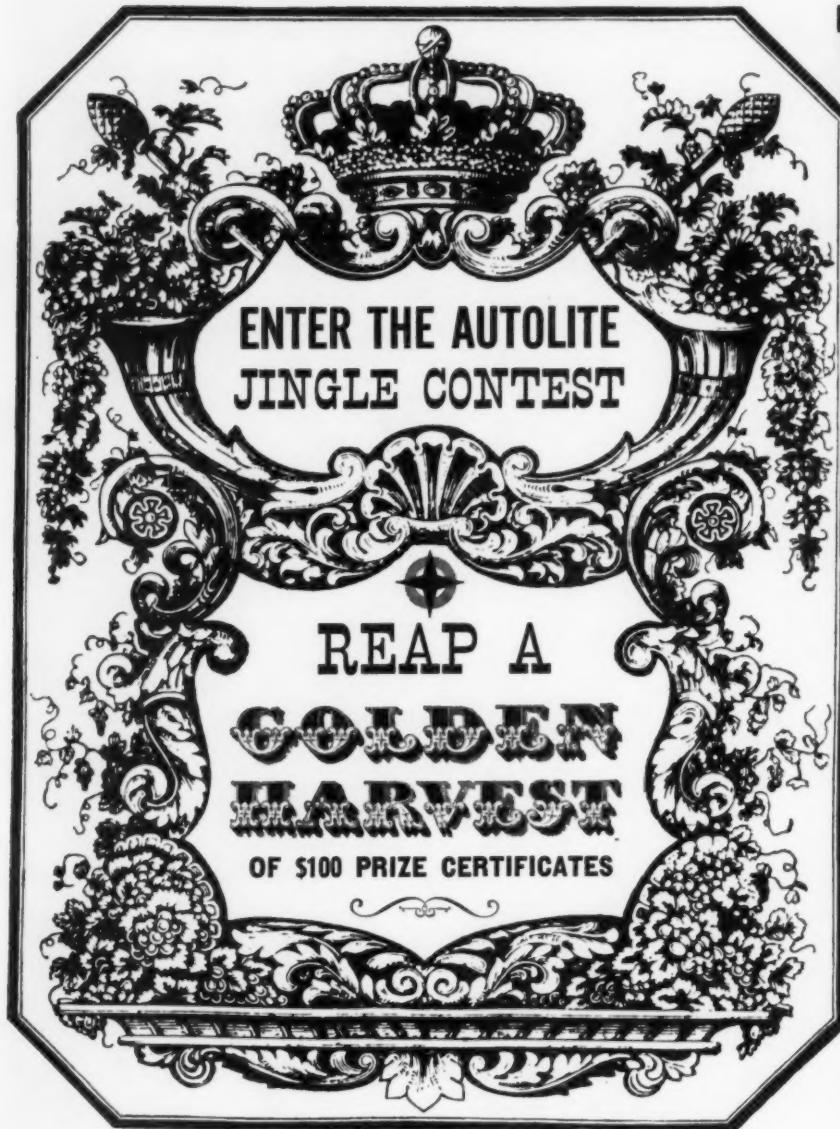


**New Britain**

THE NEW BRITAIN MACHINE CO.  
NEW BRITAIN, CONN.

**HAND TOOLS**





## WHAT DO YOU DO?

Just write a last line for the simple jingle printed on the official entry blank. The blanks are available free from any Autolite supplier. After you've written the few words it takes to complete the jingle, drop your card in the mail—you're officially entered. Enter as often as you like. You're in the running to win a valuable \$100 Golden Harvest Prize Certificate, and hundreds of 'em are to be given away.



Golden Harvest Prize Certificates are redeemable by your Autolite supplier at dealer cost for merchandise of your choice—anything he handles. Your \$100 Prize Certificate, then, is actually worth approximately \$150 at retail, and the merchandise you select is yours to do with in any way you see fit.

## ENTER EARLY

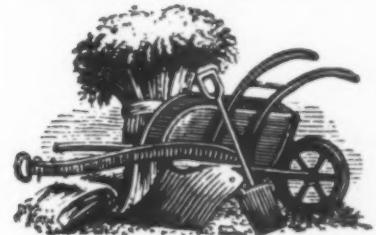
### ENTER OFTEN!

Submit as many entries as you like—one for each card you complete and mail. There's nothing in the rules to prevent you from winning several \$100 gift certificates.



## CONTEST CLOSES NOV. 30

Your best battery months are just ahead, so get your sales push rolling now. And remember, every Autolite battery you sell means a completely satisfied customer, big profits for you, and a chance at the thousands of dollars to be given away in Golden Harvest Gift Certificates. Phone a battery order to your Autolite supplier right now . . . and start your happy Harvest!



## What the Dealers Think

(Continued from page 34)

ceived by the committee.

Galles said he was satisfied with factory acceptance of the proposals and was hopeful that short-range reforms might be forthcoming in several instances by announcement dates for '62 cars in September.

The discount on compacts has been pegged at 20%, plus a one per cent holdback, since the "Big Three" entered this field two years ago. The "historic" discount would be 25%.

in the cases of volume models, Galles said.

Another recommendation made by the committee is that factories prevent field personnel from boosting individual-dealer marketing quotas originally determined at factory headquarters.

Galles said the factories are aware that the task force resolution's objective of rebuilding dealer profit opportunities holds out the threat of seeking congressional or presidential intervention, if the situation deteriorates further.

"Some factory men have raised the question of economies and the good-faith law," he said, "but I'm satisfied that they are convinced we mean business and are doing their utmost to give us a fair hearing."

The task force also has proposed a new grading system for dealers. Under this system, 50% of dealer's rating would be based on profit per new vehicle delivered and the other 50% on sales in his assigned territory. This could be a partial answer to demands for a return of territory security, on which dealers are divided.

Other proposals made by the committee are:

1.—Eliminate the distribution priority to fleet users at the start of model runs and before dealers are reasonably stockpiled.

2.—Base dealer quota on the true market potential as reflected at central offices.

3.—Eliminate stimulator dealers.

4.—A more equitable pricing and discount procedure on parts; more realistic flat-rate charges and cost plus 20%, instead of cost plus ten, on warranty work. Also, warranty payments to dealers within 30 days.

5.—Coupling of the five per cent leftover demo rebate with a limitation of two demos per year per each salesman employed.

6.—Elimination of quotas in sales incentive campaigns.

7.—When a sales contest begins, apply it to the first unit of the campaign.

8.—Spread the "administrative" costs in dealer operating statements into the other departments, instead of listing separately.

9.—More specific franchise terminology.

10.—Improved dealer-council and business management procedures.

11.—Few options and models.

12.—No adding of dealers in sub-standard areas.

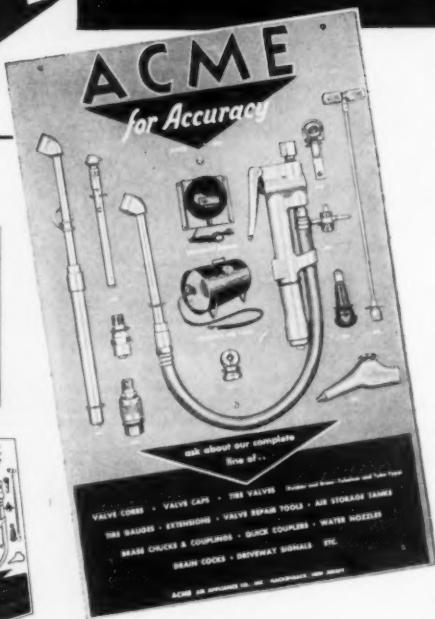
Galles asked dealers to express their opinions on establishment of nationally advertised uniform prices. The committee also has proposed the removal of coercion in the race for sales leadership, though agreeing that sales growth is a desirable objective.

## Tarheel Group Changes Name

The Sampson County (N.C.) New Car Dealers Association has changed its name to Clinton New Car Dealers Association and has elected Tommy Vann of Womble-Vann Motor Co. president. C. K. Ramsay of Triangle Automobile, Inc., is the secretary.

IT'S  
NEW!

## ACME JOBBER DISPLAY BOARD



SEND FOR COMPLETE LITERATURE

**ACME**  
for Accuracy  
SINCE 1915

**ACME AIR APPLIANCE Co., Inc.**

205 NEWMAN STREET • HACKENSACK, N. J.

ABSOLUTELY  
**FREE  
GIFTS**

! STOCK UP AND SELL FAMOUS  
FRAM "WEAR-GUARD" FILTERS  
GET GIFT CERTIFICATES FREE!

**FRAM**  
**MILLION \$\$\$**  
**GIVEAWAY**



SAVE CERTIFICATES FOR FABULOUS GIFTS FOR ALL THE FAMILY! ➔

# FRAM

## MILLION\$\$\$ GIVEAWAY

### THE EASIEST TO SELL!

FRAM "WEAR-GUARD" FILTERS  
TRAP UP TO 40% MORE DIRT  
THAN OTHER FILTERS TESTED!

It's a fact! And it makes Fram Filters the greatest advance in engine protection since detergent oils. No wonder in 1961, more car manufacturers choose Fram to supply original equipment filters. You'll find top quality Fram Filters are the easiest to sell and the fastest moving filter line in America today!

#### THE REWARDS ARE BIG!

The most exciting selection of free gifts in the industry are yours when you stock and sell Fram Filters. When you buy Fram Filters at regular cost, your supplier gives you free Fram Gift Certificates. Join the thousands of dealers saving Fram Gift Certificates for valuable free gifts.

#### BUSINESS-BUILDING IDEAS!

Use your Fram Gift Certificates to boost sales and profits. Free gifts you get can be used as traffic builders or as sales incentives for your personnel.

**SEE BACK COVER FOR COMPLETE DETAILS ON MILLION\$\$\$ GIVEAWAY! ORDER FRAM "WEAR-GUARD" FILTERS FROM YOUR SUPPLIER NOW!**

#### 2 GIFT CERTIFICATES

*(F100 with 2 Dozen Cartridges)*



B21 CLOWN & DOLL SET—Brightly colored, cotton stuffed, unbreakable plastic faces, satin ribbon bows.  
 B22 COLORING SET—32 crayons, 6 poster paints, 8 water colors, brush, outline drawings, coloring books.  
 B23 MIRRO 23 Pc. COOKY-PAstry SET—Shapes and decorates with professional results every time.  
 B24 AMITY FRENCH PURSE—Elegant, of softest leather with change pocket, bill compartment, 4 photo wings.

B25 MARBLE GUN CLEANING KIT—Rod, patch tips, flannel cleaning patches, Nitro-Solvent-Oil, Gun Blue.  
 B26 AMITY WALLET—Finest leather; leather-covered pass case and secret currency and stamp pocket.  
 B31 HODGMAN SHORT BOOTS—Light, heavy duty, moulded vinyl, for station or outdoors. Sizes 5-13.  
 B32 RAWLINGS GENUINE LEATHER "JOE KUHARICH" FOOTBALL, official size, inflator needle included.

B33  
des  
fini  
B34  
cie  
veg  
B41  
all



B32 MIRRO 5 Pc. MOLD SET—For baking, salads and desserts; traditional designs in gleaming copper-tone finish; handy rings for hanging as wall plaques.  
 B33 MIRRO ELECTRIC CORN POPPER—Automatic, efficient; no stirring, no shaking; also for heating soups, vegetables, stews, poaching eggs; 1 yr. guarantee.  
 B41 BARR BASKETBALL SET—Official size and weight all-rubber ball; inflating needle, 18" hoop with net.

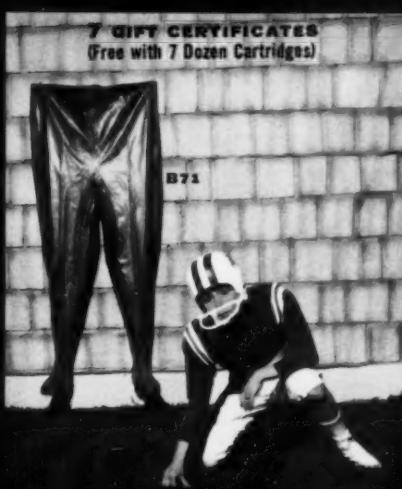


B42 RAND McNALLY "CONTINENTAL" GLOBE—12" diameter with tapered base; handsomely colored surface.  
 B43 SPORTSCRAFT VOLLEY BALL SET—Official lawn ball, 20" x 2" net, 2-5' metal posts, stakes, guy ropes.  
 B44 SPORTSCRAFT TABLE TENNIS SET—4 rubber-faced paddles, 1 pair of metal posts, tie-on mesh net, 2 balls.  
 B45 SNAPIT DUAL-BEAM LANTERN—Flasher and work-light, 25' cord on re-coil reel, battery, hanging hook.

B46 INSULATED HUNTING JACKET—Zippered, 27" quilted acetate taffeta, scarlet color. S, M, L, XL.  
 B51 WEST BEND ELECTRIC 5 Pc. PATIO SET—Stone-ware pot with chrome-plated electric base, 4 servers; goes right on the table, handles parties with ease.  
 B52 EKCO MIXING BOWL SET—4 brightly polished, stainless steel bowls; easy to clean; make beautiful service pieces; popular 1, 1½, 2 and 4 qt. sizes.



B61 WM. ROGERS WELL & TREE PLATTER—Famous Eagle Star Silverplate, 18" footed to protect table.  
B62 WM. ROGERS DOUBLE VEGETABLE DISH—Beautiful silverplate, cover converts also to become a server.  
B63 MIRRO-MATIC 4 QT. PRESSURE COOKER—Super-thick aluminum, one-piece, foolproof pressure control.  
B64 BOWLING BAG—For ball and shoes, scuff-proof, outstandingly strong and unbelievably light in weight.



7 GIFT CERTIFICATES  
(Free with 7 Dozen Cartridges)



8 GIFT CERTIFICATES  
(Free with 8 Dozen Cartridges)

B65 KOEHLER COMMANDO COMET LANTERN—Powerful, compact, 2 lights in one, leather carrying handle.  
B66 BERNZ-O-MATIC CRAFT KIT—Torch, propane cylinder, soldering attachments, 5 solders, king-size case.  
B71 HODGMAN BOOT FOOT WADERS—Laminated fabric; sponge lined boots; U. S. made. Sizes: 6-12 reg. length.  
B72 RAWLINGS FOOTBALL OUTFIT—Helmet; shoulder pads; scarlet cotton jersey; drill pants, S, M, L.

B73 KAROFF WALNUT BUFFET—Opens from 15" to 29" complete with salt & pepper shakers, 2 relish dishes.  
B81 PFLUEGER FLY FISHING GIFT PACK—Super-automatic fly reel, assorted flies, plastic box (rod not incl.)  
B82 LaBELLE ELECTRIC COFFEE MAKER—Brews 4-17 cups; flavor selector thermostat and drip-proof spout.  
B83 SUNBEAM STEAM-DRY IRON—Thumb-tip control, stainless steel water tank; weighs 3 lbs.

10 GIFT CERTIFICATES  
Free with 10 Dozen Cartridges

B101 RADIANT PROJECTION SCREEN—40" x 40" glass beaded screen, "ToeMatic" opening, fully adjustable.

B102 INSULATED UNDERCLOTHING—Quilted acetate taffeta jacket, trousers, vest; S, M, L, XL; socks; S, M, L.

B103 SPALDING PERTH GOLF SHOES—Moccasin style, removable studs. Sized B: 7-13; C: 6-13; D: 6-13; E: 6-12.

B121 CORO FASHION WATCH SET—Swiss watch, 6 different color straps, 6 coordinated dial rims.



12 GIFT CERTIFICATES  
Free with 12 Dozen Cartridges

B122 RONSON CFL-MATIC II SHAVER—Replaceable cutting edges; closest, fastest shave; lightest touch.

B123 SUNBEAM ELECTRIC FRYPAN—Immersible, automatic heat control, metal cover, fry-guide on handle.

B124 WEAR-EVER 4 Pc. SET—"Halite" heavy, aluminum; brilliant copper-colored tarnish-proof cover.

B125 CARVEL HALL 3 Pc. CARVING SET—Superb stainless blades, walnut handles, handsome walnut holder.




10 GIFT CERTIFICATES  
Free with 10 Dozen Cartridges

B126 G-E ALL-PURPOSE SHARPENER—Sharpens pencils, scissors, knives perfectly in seconds—electrically.

B181 SUNBEAM ELECTRIC HAND SAW—Fast cutting, tilting shoe, with blades and Allen wrench. Convenient handle grip, upstroke cutting, chip blower.

B182 TEXAS-WARE 61 Pc. DINNER SET—Complete setting for 8 plus service pieces, open stock pattern. Sturdy, break-resistant, yet has delicacy of fine china.




**24 GIFT CERTIFICATES**  
(Free with 24 Dozen Cartridges)

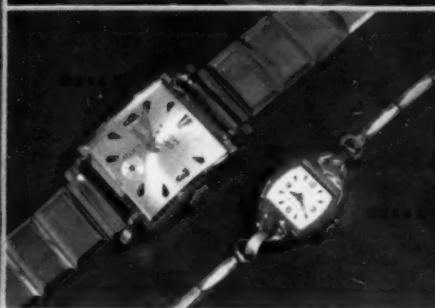


**24 GIFT CERTIFICATES**



B201 OSTERIZER BLENDER—2 speeds, chrome base, exclusive Oster container design. Blends, grates, liquefies, churns, chops, grinds, whips, purees in seconds. B202 CORY ELECTRIC PERCOLATOR—"Buffet Queen" brews 10-40 cups automatically; flavor selector, ready-light; heavy-duty high-heat element perks coffee fast. B241 LIONEL ELECTRIC TRAIN SET—Steam locomotive, tender, 4 cars, track set, trestle set and transformer.

**24 GIFT CERTIFICATES**  
(Free with 24 Dozen Cartridges)



B242 COSCO FOLDING 5 Pc. BRIDGE SET—"Fashion-fold" table, 4 chairs; padded table and chair sets, handsome metal frames. Ebony/Charcoal, Tan/Mocha. B243 DORMEYER MIX-MORE—10 speeds, portable mixing head, comes with a complete set of attachments. B244M BENRUS WATCH—"Lord Nelson 21", 21 jewels, gold top, stainless back, shock-absorbing movements, unbreakable mainspring, matching band. 3yr. guarantee.

**30 GIFT CERTIFICATES**  
(Free with 30 Dozen Cartridges)



B244L BENRUS WATCH—"Lady Winnie 21", 21 jewels, gold top, stainless back, unbreakable mainspring; matching adjustable expansion band. 3-yr. guarantee. B301 CHANNEL MASTER PORTABLE RADIO—8 transistors; telescoping, detachable antenna; ear plug; strap; available in Broadcast-Short Wave or Broadcast-Marine. B302 MILLION MILER 2 Pc. LUGGAGE SET—Feather-weight; quilted lining: Grey, Brown, or Airline Blue.

**36 GIFT CERTIFICATES**  
(Free with 36 Dozen Cartridges)



**48 GIFT CERTIFICATES** (Free with 4 Dozen Cartridges)



**40 GIFT CERTIFICATES**  
(Free with 40 Dozen Cartridges)



**96 GIFT CERTIFICATES**  
(Free with 96 Dozen Cartridges)



**120 GIFT CERTIFICATES**  
(Free with 120 Dozen Cartridges)



B360 G-E PORTABLE CAR/BOAT RADIO—8 transistors, antenna, strap, clip stand, plays on 3 standard flashlight batteries (batteries not included.)

B482 REVERE 2" x 2" SLIDE PROJECTOR—Holds 36 35mm. slides all types of mounts, mixed; built-in projector with compact, streamlined carrying case.

B483 WEBCOR STEREOFONIC FONOGRAP—Portable 4 speed changer, 2 stereo speakers, automatic shut off.

B482 KAROFF PATIO CART—Complete with 20 pc. glassware set, 4 serving tools, shaker, covered ice bucket.

B483 AGFA SUPER SOLINA 35mm. CAMERA—Complete with LUCIMETER light meter; AGFALUX flash attachment; bright-frame view finder; case and strap.

B491 BOLEX 8-mm. MOVIE CAMERA—2 lens turret, interchangeable extra lenses; viewfinder with fields for different lenses; built-in light meter, pistolgrip handle.

B1201 REVERE MONOPHONIC TAPE RECORDER—Portable, 2 track; holds 2 full recordings on each reel. Records, plays back in hi-fi mono balanced-tone. One simple three-position control operates all functions.

B1202 WESTINGHOUSE 1962 PORTABLE 19" TV—Easy-grip carrying handle, convenient front controls; VHF, beautiful ivory and green finish. Telescoping antenna of polished chrome. Brings in sharp, clear pictures.



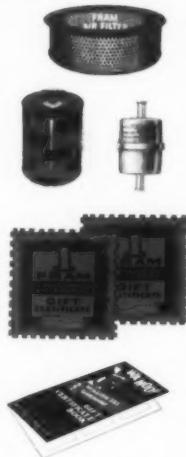
B1441 MacGREGOR Jack Burke "CELEBRITY" GOLF CLUBS—4 woods of persimmon finished in Rosewood; 9 irons (2-9 and wedge) with exclusive "Colokrom" face; individually matched and registered.  
 B2881 GORHAM 6 Pc. STERLING TEA & COFFEE SERVICE—Beautiful Strasbourg pattern; sterling silver coffee pot, tea pot, sugar bowl, creamer, and waste. Handsome serving tray is heavy silver-plate.

# FRAM

## MILLION \$\$\$ GIVEAWAY

HERE'S HOW TO GET YOUR GIFTS ABSOLUTELY FREE...YOUR REWARD FOR SELLING FAMOUS FRAM "WEAR-GUARD" FILTERS!

- 1 With every 24 Fram Filters you buy, your Fram supplier will give you two gift certificates ABSOLUTELY FREE.
- 2 Certificates may be redeemed for your choice of nationally advertised merchandise shown here.
- 3 You get these valuable gifts with two or more gift certificates.
- 4 You can redeem your certificates immediately or save them and get gifts in higher value categories.
- 5 Redeem certificates by mailing to Fram Corporation, P.O. Box 4128, East Providence, R. I. Gifts are shipped directly to you—freight prepaid.
- 6 Free gifts in Fram's Million \$\$\$ Giveaway are dependent upon availability. Accordingly, Fram reserves the right to withdraw or substitute gifts of equal value at any time.



IMPORTANT: All gold certificates (expiration dates, Dec. 31, 1960 and June 30, 1961) must be redeemed for gifts OR exchanged for new ORANGE certificates on or before Oct. 31, 1961. Redeem now or exchange gold certificates by sending them to: FRAM, P. O. Box 4128, East Providence, R. I. The Million \$\$\$ Giveaway is not offered in Canada.

ORDER FRAM "WEAR-GUARD" FILTERS FROM YOUR SUPPLIER TODAY!  
 AH-1417 © 1961 Fram Corporation, Providence 16, R. I. Litho in U.S.A.

This 7,000-square-foot brick and glass building houses Lucas Electrical Services' latest factory branch and is situated at 7114 Commercial Ave., Baltimore, Md. Edwin Swedelson is manager. The parent company is Joseph Lucas, Ltd., of Birmingham, England, manufacturer of original equipment for cars and motorcycles. Besides the Baltimore facilities, Lucas has factory branches in other cities, including Houston, Texas, and Jacksonville, Fla.



## Farm Machinery Service

(Continued from page 47)

"we have a very complete shop. And it's clean. We keep it that way."

This operation was established in 1958. Practically every customer is on a 30-day charge account setup. Bills are paid promptly by the tenth. The delinquents were thinned out, not so much because of the waiting for payment but because those who paid promptly were entitled to quick service and not made to wait upon others who weren't.

Personnel include Roy and Ray and one mechanic, one helper and one young trainee. Mrs. Roy Elliott does the bookkeeping.

Eighty per cent of the total volume comes from farm equipment parts and labor. There is very little transient business, although the garage is situated on highway 80. Fully 90% of the work on passenger cars is for the regular farm customers.

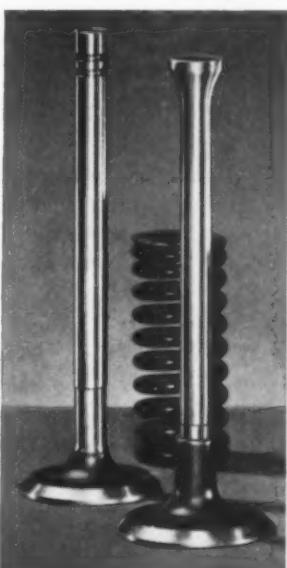
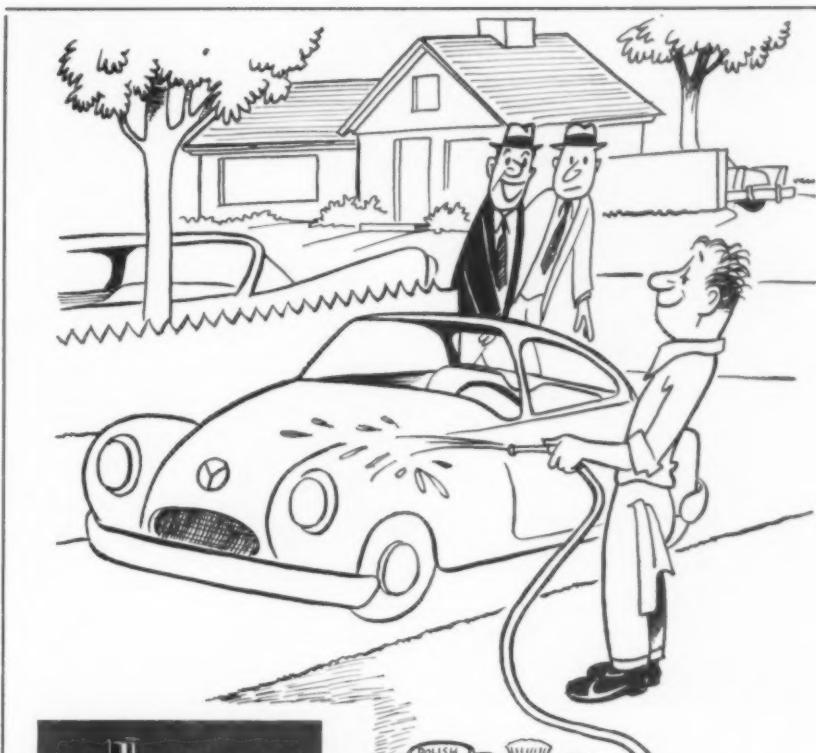
## Interstate Diesel Hires E. T. "Jim" Syvertsen

INTERSTATE Diesel Service, Inc., has appointed E. T. "Jim" Syvertsen director of marketing. President A. J. Buescher announced.

Formerly general manager of a replacement division of Thompson Ramo Wooldridge, Cleveland, O., Syvertsen is well known in the automotive and engine aftermarket fields. He has been on various national trade committees and was a director of the one-time National Standard Parts Association.

## GMC Ups Lovell in Dallas

Edd W. Lovell has been named manager of the GMC Truck & Coach Division factory branch in Dallas, Texas, succeeding H. B. Ford, who resigned. A native Texan, Lovell joined the division in 1941 as a parts man in the Dallas branch. Prior to that time, he had worked in an Amarillo dealership.



"I HEAR HE TOOK OUT  
CITIZENSHIP PAPERS FOR IT."

motor jobs turn out sweeter  
when you install . . .

**Manley**  
**airchrome valves**  
**and springs**

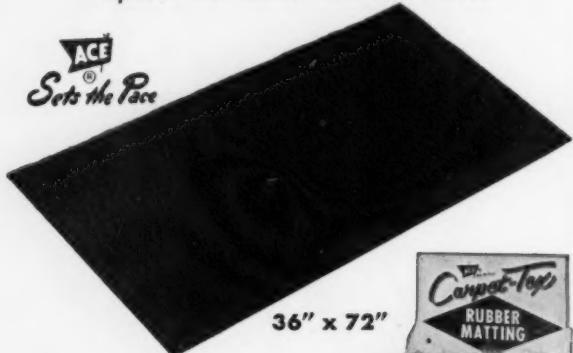
Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representative: J. S. Connell Co., Dallas.

# ACE

## Carpet-Tex

### RUBBER MATTING

Beautiful, carpet-textured rubber rugs.  
Popular for home and auto uses.



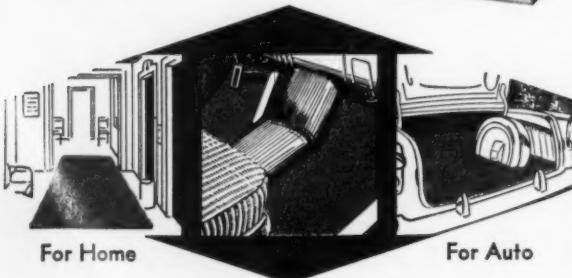
These rugs have tremendous market, require little selling space and provide fast turnover profits.

Made of quality rubber, with deep pile carpet texture in six beautiful colors. Non-skid backs. Resilient. Use "as is" or trim to fit.

**FOR HOME:** Patio and Porch rugs, entrance mats, landing mats, standing mats in bathrooms, kitchens, workshops.

**FOR AUTO:** Trim for carpet protectors on front or rear floors; use as trunk mats, station wagon or trailer mats.

Self-selling display cartons contain six rugs; one each of black, red, green, blue, beige and gray. Each rug is protected by a polyethylene sleeve.



For Home

For Auto

At Better Jobbers Everywhere

**ACE RUBBER PRODUCTS, INC.**  
100 Beech St. Akron 8, Ohio

## Competition Is "Applauded" By Cole of Chevrolet

COMPETITION in the marketplace drew "applause" from Edward N. Cole (photo), general manager of the Chevrolet Motor Division and a vice president of General Motors Corp., when he told the recent annual convention of the Newspaper Advertising Executives Association that "competition is the mother of progress in America."

Speaking on "automobiles, news papers and changing times," Cole said, "I believe automobiles and newspapers are more vital in our economy today than they have been at any other time in the history of this country. They will hold positions of respect as long as we are smart enough and sensitive enough to

realize that we must change and mature, just as the people who buy our products are changing and maturing.

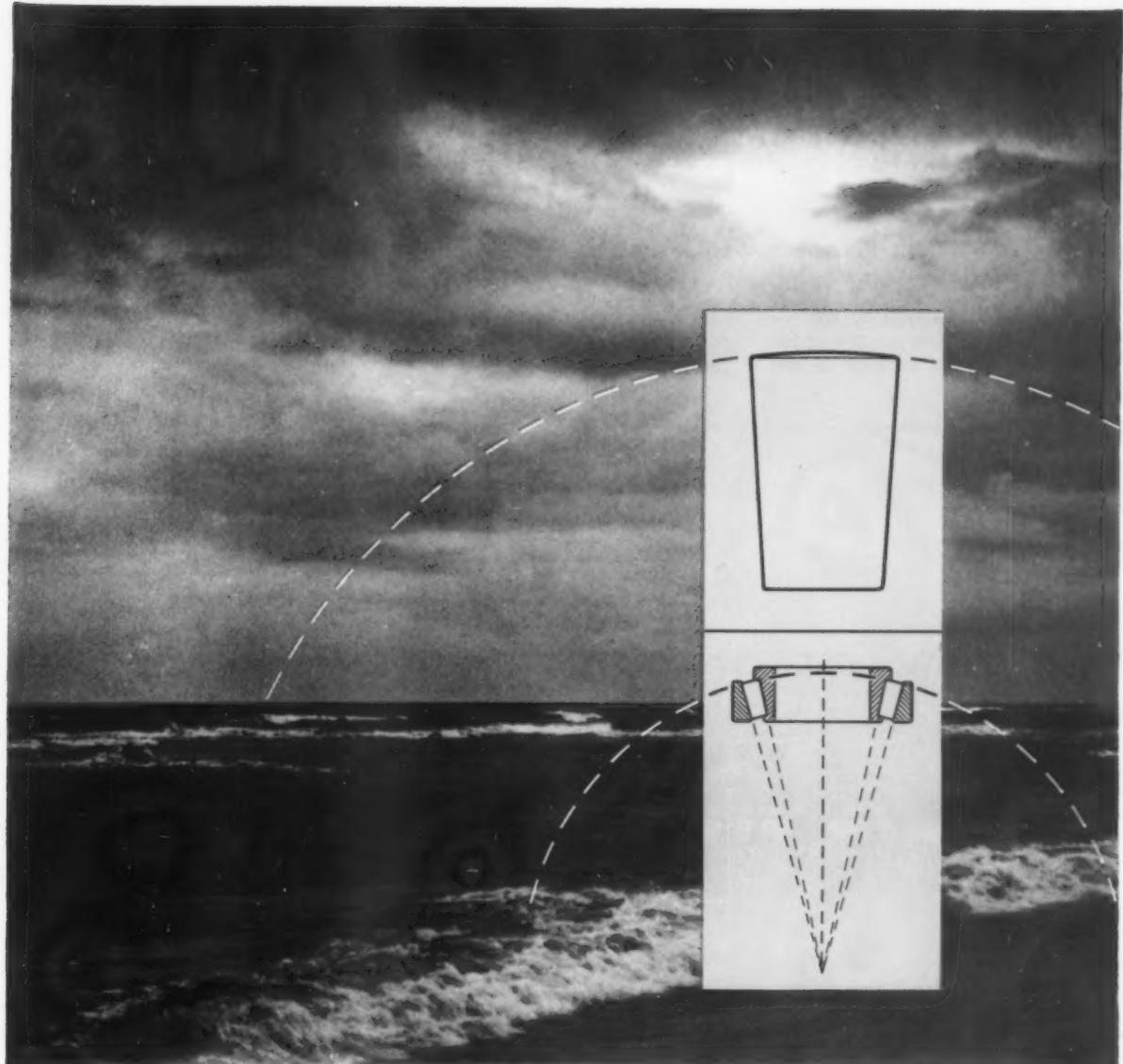
"This is why I look on competition not as a great problem but as a great challenge, for the variety of new competitive forces we are experiencing is but a basic characteristic of our free enterprise system at work. They are not roadblocks—but stimulants—to progress, if we can only read the signs and take the proper action."

Cole pointed out that many of the other things people buy, like summer cottages, pleasure boats, a new home in the suburbs, all actually increase the buyer's dependence on the automobile.

"The variety of competition we face today," he said, "points up the abundantly good life our system of free enterprise has made available to all of us. It also gives our industry new challenges to produce a wider variety of vehicles to satisfy the specialized transportation needs of modern America. In so doing, our vehicles will more completely satisfy the functional needs of the total population of our nation—at work or at home."

"That is why the automobile industry today is offering the greatest variety in its history. The main reason for maintaining such a wide public choice boils down to one word: competition. If one company here in this country does not make a certain kind of car available, another will."





## A curve you can't see gives Bower performance you can see

The curve on the end of the roller of a Bower tapered roller bearing is much like the curve of the earth—you can't see it unless you look closely and perhaps not even then. But it's there because Bower *puts* it there. It provides the perfect alignment necessary between the rollers and the raceway to insure maximum bearing performance. This perfect alignment is

achieved through *Spher-O-Honing*, which includes special honing of the raceway to further reduce friction. And because each and every Bower tapered roller bearing is exactly *Spher-O-Honed*, you can be sure you're replacing with the best when you replace with Bower. Your Bower jobber can give you prompt delivery on a complete line. Call him today.



### BOWER ROLLER BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICH.

Readers are invited to contribute to—

# SHOP TALK

## HITTING THE NAIL

Charlotte, N. C.

Dear Sir:

I was so impressed by Darrell Johnson's fine statement in the June issue of your magazine that I would like to have approximately 200 reprints of it. You will recall that his statement appeared on page 15 and

I would certainly like to obtain the number of copies indicated above.

If you will have these mailed to me right away, I will appreciate it. Please send me an invoice for the cost of this reproduction.

I congratulate you upon such a fine issue of your magazine.

E. P. LATIMER,  
American Discount Co.



A column of informal comments about the automotive trade and its problems.

## how to turn thin air...



## into fat profits!

Over 14,000 cubic feet of air are needed to burn one gallon of gas. Even an average cubic foot of air contains a million particles of dust...dust that chokes filters, ruins gas mileage and engine performance. A new LEE Air Filter turns that dust into money. Here's how: it takes only two minutes for you to install a flameproof LEE Air Filter—and you make a \$2 profit on every one! You earn big profits on LEE dual-action oil and gas filters too. And, because all LEE filters meet or exceed SAE, OEM and U.S. Government specs, you know you're selling quality. See your distributor or write today.

**LEE** originators of the FLAME-PROOF AIR FILTER  
for protection against underhood fires.

© LEE FILTER CORPORATION, EDISON, N.J. Canada: 267 Niagara St., Toronto



## SPEEDOMETER INFO

Marceline, Mo.

Dear Sir:

I was wondering if you could help me find information on how to repair and service speedometers, and where I could buy parts for replacement. I have looked for a manufacturer's address and couldn't find one.

MERVIN JONES  
Glad to supply some sources.

## CLEAN AND READY TO GO

If you live near an army base, have a good skiing lake close by and want to get your yard cut, weeds cleared, flower beds cleaned and all the outside policed, Ben Leva of Ben Leva Auto Supply, Lawton, Okla., has the answer:

Just offer to take some of the boys out on the water.

"Three hit my home 7/4/61 at 8:30 a.m.," he said. "By 9:30 a.m.—clean and ready to go!"

## HIS PRIZE CAR

Dennis Wheat of Malvern, Ark., bought a new car in 1950. In 1955 he traded it reluctantly for a newer model.

Recently Wheat saw his old car on

Address any comments to: Southern  
Automotive Journal, 1760 Peach-  
tree Road, N.W., Atlanta 9, Ga.

# mileage-dimension

**new  
measurement  
of performance  
in AXLE SHAFTS**

Measure the working miles in your axle shaft — that mileage-dimension is the modern measure for profitable fleet operation.

**U.S.® AXLE SHAFTS**

are tougher, stronger, wear longer. You're sure of extra working miles and extra annual profits. Finest alloy steels, precision manufactured by exclusive U.S. processes, guarantee full mileage-dimension . . . for longer earning power.

*Specify U.S. . . . the mileage-dimension replacement axle shafts your Jobber has in stock for every car and truck.*

*Busiest  
Axle Shafts  
in the Business*

**FREE**  
Serviceman's Guide:  
"Causes and  
Prevention of Axle  
Shaft Failures" —  
write today!

The **U.S.® AXLE COMPANY, INC.**

Since 1929 • Pottstown, Pennsylvania

a lot and tried to buy it, but it had already been sold. Later at a drive-in movie he won a fishing car as a prize. It was his old automobile.

#### "PAINT SHOP" ORCHID

Chicago, Ill.

Dear Sir:

We thoroughly enjoyed the article, "Getting the Most Out of the Paint Shop," which was printed in the June issue of SOUTHERN AUTOMOTIVE JOURNAL.

We would appreciate receiving 12 reprints of this article, if possible.

R. C. SUTTER,  
Manager,  
Central Division,  
The Martin-Senour Co.

#### COOL THOUGHT

So says the Plymouth factory:  
In case it is too warm for your driving comfort these days, this tidbit may cool your fevered brow:

If the air conditioner in a 1961

Plymouth were designed to freeze water it could turn your car into an iceberg on wheels. Refrigeration engineers have computed that an air-conditioned Plymouth, traveling at 65mph with the outside temperature at 95° and the relative humidity at 40%, could in 24 hours make 3,600 pounds of ice. That is, of course, if the unit were designed for freezing rather than to keep Plymouth owners cool, happy and comfortable.

#### WANTS THOSE PLANS

Sarasota, Fla.

Dear Sir:

Please send copies of your building plans mentioned on page 72 of your June issue.

SEARS PRICE,  
Russ Chiles Motors, Inc.

Glad to pass the plans along. We still have some copies of the articles with these plans, if anyone is interested. This editorial material has consistently been popular with a varied category of readers who look to the future.

#### LAW FOR THE "LAW"

There is one state trooper in Kentucky who knows what it is like to be on the receiving end of the "law."

That gentleman, husband of the office girl at G & N Automotive Supply Co., Campbellsville, Ky., enjoyed a week's vacation recently with his wife at Cumberland Lake. That is, he enjoyed his vacation except he forgot his fishing license and got caught, according to store owner Noel E. Newcomb.

No fine was imposed, Newcomb said, but that trooper "sure got a lecture, and now he knows how his victims feel."

#### Miami Bank Picks Luby

Sam Luby, Sr., of Luby Chevrolet of Miami, one of the nation's largest Chevrolet dealers, has been elected a director of the Bank of Miami Beach. A new-car dealer for 35 years, Luby opened the Miami agency in 1939. He is chairman of the board of that dealership as well as others in Forest Hills, N. Y., Baltimore and Boston and is secretary-treasurer of Spence Chevrolet in Daytona Beach, Fla.

#### WANT TEN BUCKS?

It's easy. See page 133.

## MAN ALIVE, SELL ALL FIVE!



### GET AN EXTRA

discount on any or all of these Mac's radiator products during July, August and September, the year's hottest selling months! (Offer covers retail sizes only, expires

Sept. 30, 1961)

10 %

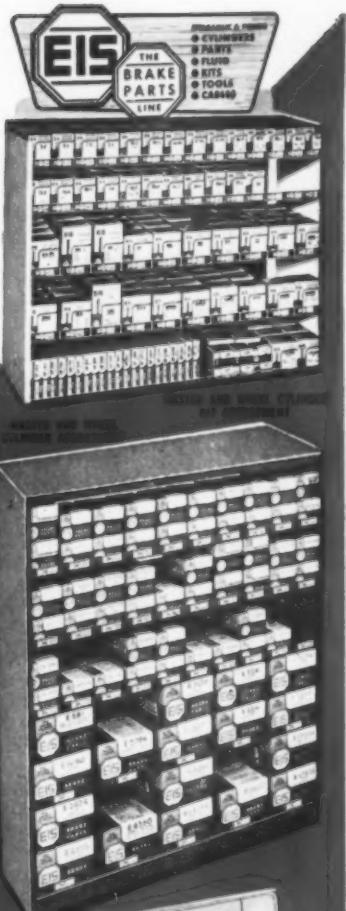
MAC'S

MAC'S SUPER GLOSS CO., INC.

Los Angeles 42, California • Cincinnati 26, Ohio



# BRAKE PARTS ASSORTMENTS are designed to break brake service bottlenecks



Brakes need tune-ups too, and the practical way . . . the profitable way to service them is from these EIS Service Assortments. They save time and speed your work as they "hand" you the parts you need as you require them. Compartments are stock-check labeled . . . Kit and Cylinder packages are clearly imprinted with specific car, model and year application information.

*EIS Service Assortments contain tailor-made groups of fast-turnover brake parts and provide lots of space for inventory expansion. Counter merchandisers, display boards, small parts dispensers are FREE with the assortments you purchase.*

Whether you replace, repair or rebuild . . . make sure you have the EIS Service Assortment that fits your shop requirements best. Ask your EIS Distributor for detailed information or write for EIS catalogs.

**EIS AUTOMOTIVE CORP., Middletown, Conn.**

**DESIGNING  
ENGINEERING  
MANUFACTURING**  
all under one roof



MASTER CYLINDERS AND KITS • WHEEL CYLINDERS AND KITS • SWITCHES  
CLUTCH CYLINDERS AND KITS • POWER BRAKE PARTS AND KITS • HOSES  
PLAIN CUPS • RIBBED CUPS • RIBBED SECONDARY CUPS • FILLER-TYPE CUPS  
EIS-O-VAC POWER BRAKE TESTERS • BLEEDER TANKS • SAE "SUPER" BRAKE FLUIDS • CABLES

Dear Bill,

I agree with you, nothing magnifies your own mistakes like a visit to other service operations. If they give you a bad time, it makes you wonder if maybe you've flubbed a deal or so through careless handling of the customer who came to you for an assist.

Reminds me of a story one of our good doctor customers told me after he was obliged to rush his only child to a distant hospital for a mysterious malady that neither he nor any of his local colleagues could



## STORM-VULCAN **PREFERRED** by operators everywhere..



### **MODEL 901 TAPPET GRINDER**

Biggest hit of the year for automotive machine shops. Use better valve tappets by grinding them to the correct radius specified by the manufacturer on S-V Model 901 Tappet Grinder. Have Better Engine Performance — Quieter Valve Action — Less Camshaft Lobe Wear by using S-V precision reground tappets!

*Write for Free Literature on all S-V Equipment*

**STORM-VULCAN, Inc.**

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT

2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

pin down. He said that the fearful lonely hours he spent in the strange waiting room with specialists running in and out without favoring him with so much as a wave or a kind word had done more to convince him that his own "bedside manner" would be overhauled to include the waiting relatives as well as the patient himself.

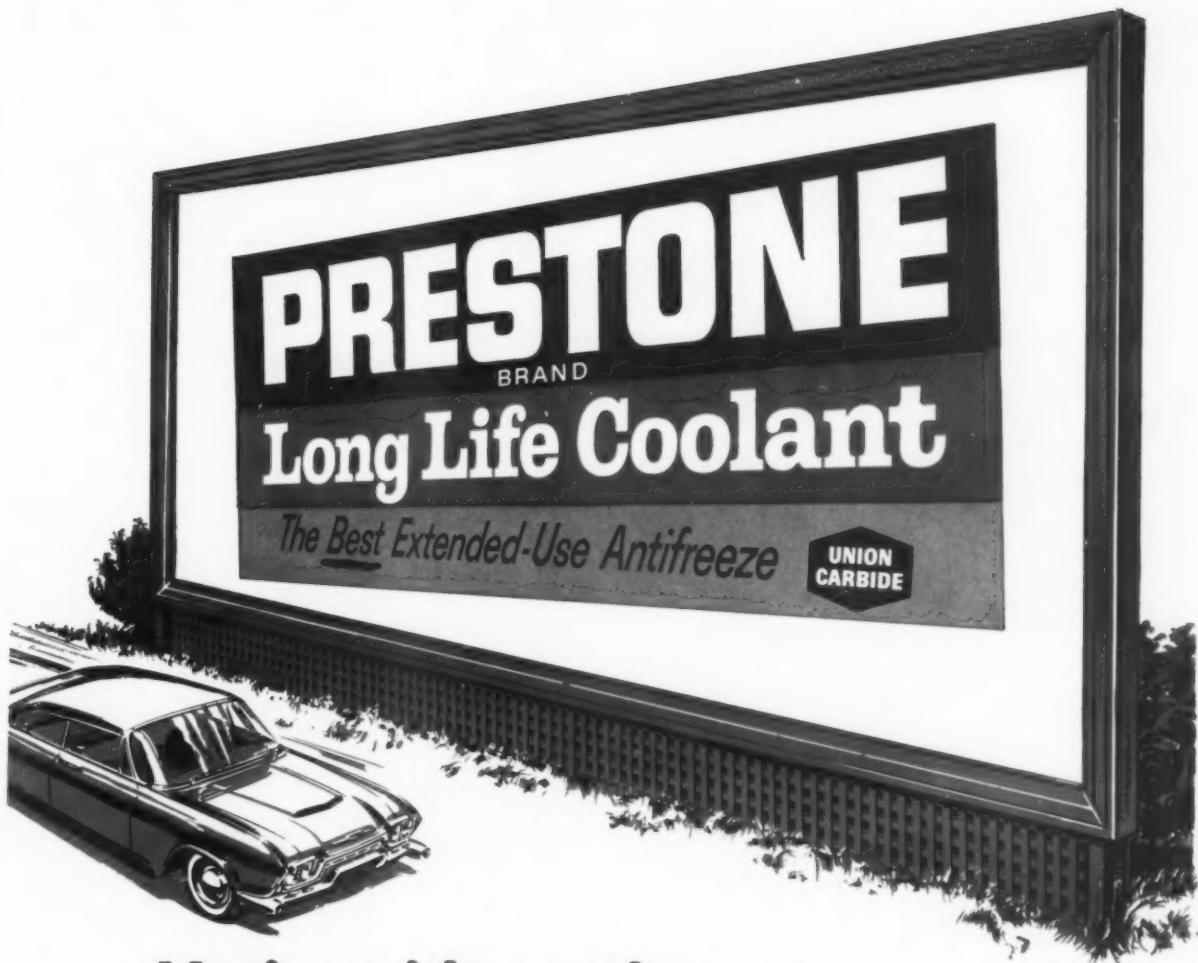
As much as we like to get our thoughts on other things, I think that every serviceman should make a point of dropping in on similar service departments when driving on his vacation to find if he can see his own strong points or weak points by observing others doing the same job. In either case he can learn his own job better.

When you are in a strange town with a problem in your personal transportation, man, you aren't too far different from a relative sitting in a hospital waiting room. You've got worries.

Just how that serviceman handles you and your problem is a big deal to you. But it's a hard thing to imagine. You really have to be involved. Then if you can imagine that you don't have any knowledge about the mechanics of your vehicle, you are in a better position to understand the viewpoint of your customers.

There're probably many times that we consider only the previous jobs we have lined up in our shop and the amount of time it will take to correct the troubles we see in the transient's vehicle, and then give him a quick answer about the when, if ever, that we can get to him. Whereas, if we take the trouble to find out what his personal situation is at the time, we can either arrange to get him going, or perhaps even make a recommendation of another shop or shorter type of repair.

Successful service operations are never based completely on skill in mechanical work. This is, of course,



## Nationwide outdoor billboards feature "PRESTONE" Long Life Coolant!

This year your customers will see "PRESTONE" Long Life Coolant advertised on giant billboards like the one above.

Be sure to take advantage of this nationwide advertising by using the free point-of-sale merchandising kit included with every six-gallon carton of "PRESTONE" Long Life Coolant. It includes a colorful window display banner, a protection and capacity chart, six embossed foil installation stickers, six Consumer Guarantee and Installation Directions folders and a copy of the Dealer Inspection Instructions.

For customers who ask for extended-use anti-freeze be sure and sell them the best. "PRESTONE" Long Life Coolant is the quality leader of the extended-use anti-freeze products.

**PRICE \$3.95 PER GALLON**

Fair Trade Price applicable in all states  
having effective Fair Trade Laws.



\*The famous 25-year-old "Prestone" Anti-Freeze full-winter guarantee against freezing and corrosion.

"Prestone" and "Union Carbide" are registered trade-marks for products of  
UNION CARBIDE CONSUMER PRODUCTS COMPANY • Division of Union Carbide Corporation • 270 Park Avenue, New York 17, N.Y.



highly important, but it's equally important to use skill in handling the owner. Both the man and the machine should be made happy over the visit to the shop.

After returning from a trip where you've tried on your customer's shoes, it might pay to drive right up to your own shop to observe the facilities "from in front of the counter." Thereafter you may find yourself walking up to greet people you can understand better because you know what may be eating them when they enter your service area.

Any way you look at it, you get more satisfaction out of a job well done if you've handled the man and machine with equal skill.

Have I been on a vacation trip? Sure I have, and I think I've learned something about "how not to sell service," believe me.

Yrs,  
Ed.

### Thermostat Checking Pays

(Continued from page 45)

stats with spring belts controlled by

heat. Springs may be broken or have lost their tension, becoming unreliable.

Checking thermostats pays off well, Anderson pointed out. It means customer good-will for the station where a defective thermostat is caught before antifreeze boils out and causes radiator damage.

Anderson described a recent sale "where a station salesman's eyes were open." Checking the thermostat on a Buick, the salesman went right down the line looking for and finding worn and cracked fan belt, heat hoses, clamps and pressure cap. Selling four items needing replacement out of five, the station made a total sale of \$34. The customer was made aware of the costly damage that might have happened if these items were neglected for some time.

During the pre-winter months of changeovers every salesman has a kit of special tools including screwdriver, pliers and half-inch box wrench.

No formal promotion on thermostats is prepared by Lee Lexington Gulf. An alert job in the driveway is the most rewarding approach, according to Anderson.

### Autolite Gives Toledo Its First Heliport

Roof of The Electric Autolite Co.'s Champlain Street plant last month became Toledo's first heliport.

An official opening brought Mayor Michael J. Damas and City Aviation Commissioner Lyle R. Kopke to the roof for a ride in a new Hiller E-4 helicopter produced by Autolite's West Coast subsidiary, Hiller Aircraft Corp. The craft is owned by another recent acquisition of the Toledo firm — Helicopter Airways Service—an air taxi and charter service based at Detroit's Metropolitan Airport.

The heliport is the Toledo link in Autolite's network of such facilities connecting plants at Bay City and Port Huron, Mich., Fostoria, O., and Sarnia, Ontario, Canada. The network will be used by Helicopter Airways to extend its services to users in each of those areas as well as for inter-plant travel by Autolite personnel and customers. The Toledo facility also is available to other commercial users of helicopters in the area.

The highway leading by the Toledo airport is highly congested with traffic and the trip requires more than 30 minutes, even in the early morning hours when traffic is at a minimum.

# MONKEY GRIP

world's finest  
tire and tube repair  
materials for dependable  
service and more  
profit



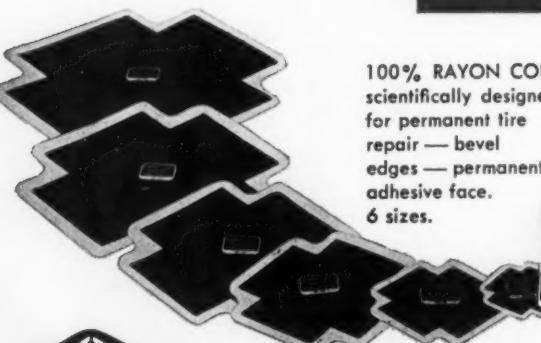
Cold vulcanizing DUAL-PURPOSE Patches — round and oblong — 5 sizes fill all shop needs for tube and tubeless repairs. Dispenser cabinet.



The original "Blunt Diamond" SIZZLE PATCHES — safe and sure vulcanized repair for tubes and tubeless tires — Filler Tabs on the patch plug the hole.

WRITE FOR COMPLETE  
CATALOG OF TIRE AND  
TUBE REPAIR MATERIALS  
Or call your jobber.

100% RAYON CORD PATCHES — scientifically designed for permanent tire repair — bevel edges — permanent adhesive face. 6 sizes.

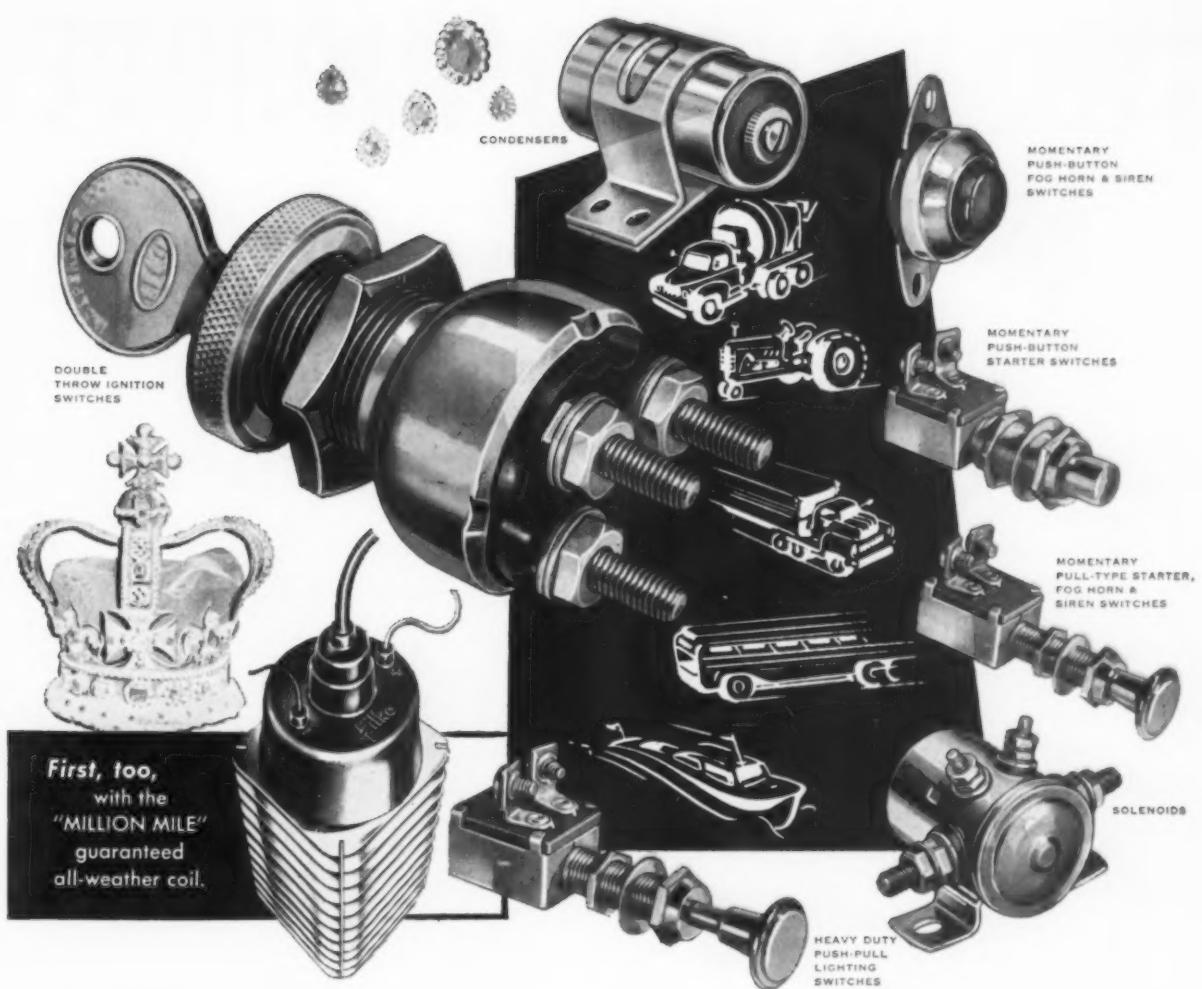


"The World's Best"

**MONKEY GRIP SALES CO.**

P. O. BOX 6170

DALLAS, TEXAS



## Look to Filko for WEATHERPROOF IGNITION ...first complete ignition line of SOLID BRASS!

*... again  
Filk is first  
with another  
profit-making  
advantage  
for you!*

Shops servicing trucks, tractors, salt water marine, and all types of heavy-duty equipment, can order *every type* of all solid brass ignition switches, solenoids and condensers for *every make* engine from one convenient source — your Filko Jobber! This Filko milestone in engineering leadership is another extension of the famous Filko family of "firsts," such as the "million

mile" guaranteed all-weather coil; the factory "Pre-Set" contact combination; and the first complete line of small engine ignition components. Thus, in all fields of ignition — from cars and trucks to marine and small engines — you can be sure *every* "Crown Jewel of Ignition" is more than a replacement part...it's a true improvement in ignition!



*Crown Jewels of Ignition*

F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 51, Illinois

Warehouses in all principal automotive areas

Copyright 1961, F. & B. Mfg. Co. Y-446-R

# TWO WAYS TO IMPROVE

1

When brake lining needs  
to be replaced—always use

**Wagner® Lockheed®  
LINED BRAKE SHOES**

Easy to install—mechanic can  
turn out quicker, safer brake jobs



A sure, easy, profitable way to improve your brake service is to use Wagner Lockheed Lined Brake Shoes.

These top-quality shoes come to you with the lining contour ground to compensate for normal drum distortion.

With correct clearance provided towards the ends of the shoe, lining contacts the drum over the entire lining surface. You'll have fewer "comebacks" for adjustments . . . and you'll have more satisfied customers who will continue to patronize you for other service needs.

**"How-To-Do-It" Installation Instructions**, packed with each set, make it a simple matter for a mechanic to quickly turn out a troublefree brake job at an economical price.

**Wagner Lockheed Lined Brake Shoe Sets** are available with standard or oversize lining thicknesses for all passenger cars and popular light trucks.

**Near You**—there's a supplier of Wagner Products. Look to him for Wagner Lockheed Lined Brake Shoe Sets, Brake Lining, Brake Parts, Power Brake Repair Kits, and Brake Fluid . . . one call gets all!

You're always right with the Quality line

**Wagner® Lockheed®**  
*the best known—and most trusted name in brake service products*

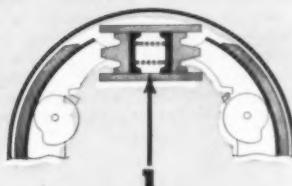
LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING, LINED BRAKE SHOES • AIR NOXES • AIR BRAKES • TACHOGRAPH

# YOUR BRAKE SERVICE...

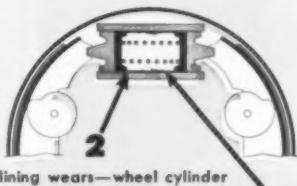
2

When installing replacement shoes  
—for a first class job—  
always check the wheel cylinders

## TO PREVENT LEAKS—REPAIR OR REPLACE WHEEL CYLINDERS WHEN RELINING



With new lining and new wheel cylinder all seals are tight and brakes will function properly.



As lining wears—wheel cylinder rubber cups move back and forth over a new, widened smooth area.

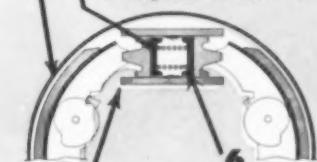
3

Corrosion and foreign matter builds up on part of the cylinder walls where cups do not work.

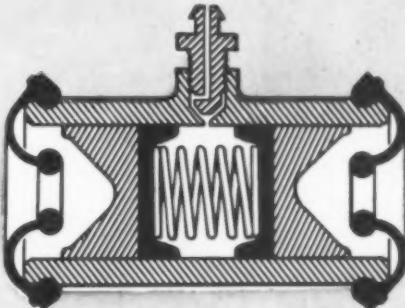
4 When new, thick lining is installed ...

5 Cups are pushed closer together and must do their work over the roughened surface.

6 Since cups can no longer seal against smooth cylinder walls they allow fluid to leak out.



7  
New rubber boots should be used to keep the dirt out.



For best results use Wagner Lockheed cylinder repair kits, furnishing superior rubber parts made of the new HTR (High Temperature Resistant) compounds.

## FREE!

Ask for a copy of Catalog AU-500. It covers the complete Wagner Lockheed line of brake service products. Also, get details on how easily you can qualify to become a Wagner Lockheed Franchised Dealer, with special advantages.



**Wagner Electric Corporation**  
6362 PLYMOUTH AVENUE, ST. LOUIS 33, MO., U.S.A.

- Send your complete-line Catalog AU-500.  
 Send Franchised Dealer Bulletin AU-607.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_ w861-2

## Edward Lee Stacey Dies in Houston

EDWARD Lee Stacey, 68, veteran of 52 years in the automotive industry, died last month at his home in Houston, Texas.

A native of Navasota, Texas, Stacey had lived in Houston 40 years. He began his career in 1907 as a mechanic. During World War I he was an airplane engine mechanic and, following his discharge in 1919, he began traveling for Ford Motor Co., later changing to Chevrolet,

Oakland, Willys-Overland and back to Chevrolet.

In 1927, he opened a brake service station in Houston, but discontinued that business during the depression. Later he traveled for United States Asbestos Division, selling brake lining. In 1940, Stacey opened his own manufacturers' agency.

He was an organizer of the Houston Automotive Wholesalers and of Automotive Booster Club No. 30, being the only life member of the latter organization. In 1951-52, he was executive secretary of the Automot-



James C. Moore, South Carolina native and executive vice president of the 20,000-member National Automobile Dealers Association, has accepted an invitation to membership on the Post Office Department's "businessmen's mail improvement committee." NADA is one of the largest mailers in the Washington area. High on the committee's agenda is a program to encourage "early in the day" mailing of business communications to reduce the 5 p.m. avalanche of mail in the larger cities.



## GOOD FOR THE DEALER!

A respected dealer has a reputation to maintain. When it comes to bearings for automotive replacement jobs he must be sure he stocks the best. And the best is L & S Bearings ... proven in test after rugged test. Stocking and selling the complete line of L & S Bearings is good for the dealer ... and good for his customer.

## L & S BEARINGS

L & S BEARING CO. OKLAHOMA CITY, OKLAHOMA

tive Wholesalers of Texas when that body was staging a comeback, but was forced to resign because of poor health. He had been a patient of the Veterans Hospital for the past ten years, having suffered several heart attacks and subsequently two major operations.

## Patten of Jacksonville Buys Tampa Firm

SPENCER Auto Electric, Inc., with headquarters in Tampa, has been acquired by Patten Sales Co. of Jacksonville, Inc., it was announced by Clyde E. Hawkins, Patten president.

William S. Hancock, for nine years associated with Johnny Roberts, Inc., of Tampa, will be the general manager of the Tampa division of the company.

Spencer's branch in Jacksonville will be merged with the Patten operation in that city. The Tampa outlet will continue to operate under its present name as a division of Patten Sales.

The Spencer firm has operated for 42 years in Tampa. Hancock started his career with the automotive concern in 1935.

Patten Sales is a central warehouse distributor which covers the state and has annual sales of \$2,000,000. Since January, Patten has operated as a unit of American Parts Co., Gulf & Western Industries parts division.

# "Let's Talk Paint"



## **How to SAVE LABOR, SAVE PAINT, and BOOST OUTPUT with LOWER AIR PRESSURE**

Always use JUST ENOUGH air pressure at the gun to properly atomize the material you are going to spray.



- **REDUCE AIR PRESSURE . . .** for better flow, thus, less sanding or polishing.
- **REDUCE AIR PRESSURE . . .** for better adhesion.
- **REDUCE AIR PRESSURE . . .** for improved color match.
- **REDUCE AIR PRESSURE . . .** for better mileage—spray the paint on the car—not on yourself and in the air around you.

**NOTE:** The above results can be obtained, of course, only if you use a high quality, balanced reducing solvent.

*Write for the R-M Refinishers Guide*



**RINSHED-MASON COMPANY**

*Paint for automotive production and refinishing*  
Detroit 10, Mich. ★ Anaheim, Calif. ★ Windsor, Ont., Canada

AGAIN FROM C/R... AGAIN FROM C/R...

## A COMPLETE OIL SEAL DEPARTMENT WITH

AGAIN FROM C/R... AGAIN FROM C/R...

## NEW

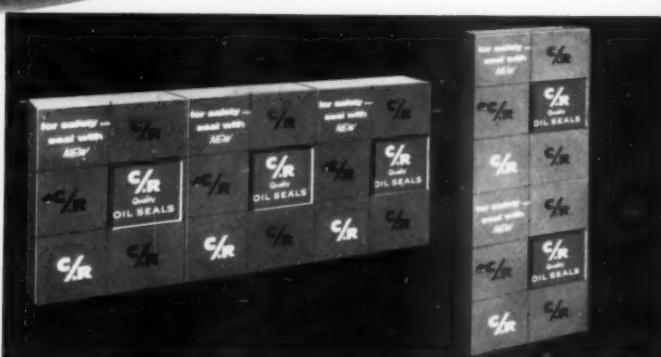
### C/R MODULAR CABINET

A stock merchandising cabinet with utility, strength, attractiveness, compactness (19" x 13" x 5")—provides easy access to contents—aids in selecting the right part, installs easily in minutes. This modern C/R modular cabinet, along with installation tools, is available free with several C/R service stocks in which you select the parts!

C/R

FROM C/R...

**ADD-A-CABINET PLAN**—As your service and profits expand, add a C/R modular cabinet. They interlock side by side or top to bottom—to give you a complete oil seal replacement department. Hold seals, installation tools, application chart—everything needed for fast, profit wheel services. Ask your C/R supplier for all details. Be C/R equipped for good profit.



**CHICAGO RAWHIDE MANUFACTURING COMPANY**  
Service Sales Division  
Chicago 22, Illinois

In Canada: Chicago Rawhide Products Canada Limited, Brantford, Ontario  
Export: Geon International Corp., Great Neck, New York



Seal of Proved Performance

AGAIN FROM C/R... AGAIN FROM C/R...

## THE STOCK AND CABINET OF YOUR CHOICE



## FAmOUS

### C/R SLIDING DOOR CABINET

The field's most popular large oil seal merchandising cabinet. Ideal for large wheel service departments and where shops enjoy considerable wheel service volume. A real reminder on oil seal replacement... a real reminder on oil seal stocks, installation tools and application information. Two sliding doors... rigid construction... holes for hanging. Available free in several C/R oil seal assortments.

C/R



### TOOLS FOR ACCURATE OIL SEAL INSTALLATION

—C/R originated these front and rear wheel and pinion shaft oil seal tools to assure accurate, speedy installation. And, now C/R has developed a handy oil seal tool rack. Keeps all adaptors ready in stand-up position. Shelf for tool or rawhide mallet. Simple to install on wall in service stall. Ask your C/R supplier for details.

CHICAGO RAWHIDE MANUFACTURING COMPANY

Service Sales Division  
Chicago 22, Illinois

In Canada: Chicago Rawhide Products Canada Limited, Brantford, Ontario  
Export: Geon International Corp., Great Neck, New York



Seal of Proved Performance



Officers and directors of the Independent Garage Owners of South Carolina posed for this photo at their recent meeting at Hotel Columbia in Columbia (l. to r.): bottom row, Reagan Green, Thomas Black (vice president), W. Athell Yon of Charleston (president), T. L. Rish (IGOA delegate), J. H. White (secretary-treasurer), Harold W. Johnson and John Fowler; middle row, W. W. Stegall, John Worthy, Hugh McLees, C. C. Smith, Fred P. Smith and Ted Short; back row, M. L. Lance, Jr., Glenn Meely, J. T. Helm, Mack Jenkins, Harold G. Tuck, Stanley L. Goodwin, Randolph Casen, George Pender, A. O. Rentz, Malcolm McLees, H. E. Jeter, Lewis Allison and Shirley Huitt.

Get  
A Perfect  
Tire Repair  
Every Time with

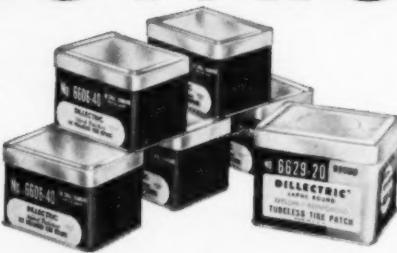
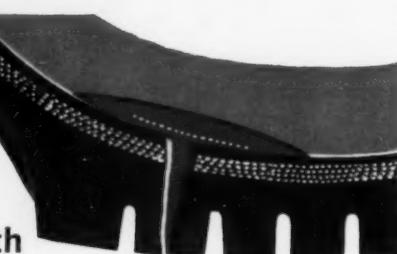
# DILLECTRIC

Dillectric tire repair actually vulcanizes the injured area. It welds new rubber so thoroughly to the old that the repaired area becomes as strong as the tire was when new.

*There is a Dillectric patch for every type of puncture or cut:*

- 5 sizes for tube repairs.
- 2 sizes of nylon reinforced patches for tubeless tire repairs.

*And you can increase your tire repair profits, too!*



Have you heard?  
Dill has just announced  
the new, large, nylon-reinforced  
tubeless tire patch #6629-20.  
Ask your supplier for the new  
Dillectric Catalog #51



**DILL®**

Manufacturing Company

CLEVELAND 3, OHIO

Offices in Los Angeles, Akron and Toronto  
Subsidiary of The Eaton Manufacturing Company

## Those Two-Ply Tires Are Nothing New

**I**F you think the two-ply tires are a new thing which will be showing up on some '62 cars, you've another think coming.

E. F. Tomlinson, president, says B. F. Goodrich Tire Co. manufactured and sold a two-ply for passenger cars from 1913 until the mid-'20's. It was the B. F. Goodrich Silvercord, the tire that reportedly proved the superiority of individual textile cords over square-woven cloth for reinforcing the tire carcass.

Two-ply construction was dropped when the weight of automobiles began to exceed the load-carrying capacity of two plies of the cotton material then used for tire reinforcement. Today's two-ply tires are made with synthetic fibers, which are much stronger than cotton.

"With the new tire cord materials, the two-ply construction is again practical—at least for the small and medium-size cars," Tomlinson said. "The B. F. Goodrich two-ply tires now being used by automobile manufacturers on new cars have the same strength as four-ply tires of the same quality level. They also give a somewhat softer ride and generate less heat at high speeds."

Set the pace in sales with...

THE NEW  
UNITIZED  
DESIGN

**Pacemaker**

GLAS-PAK  
MUFFLER

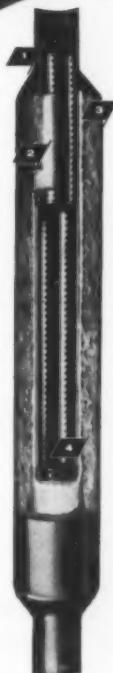
Get them  
from your  
NAPA Jobber

**A New Concept in  
Exhaust System Performance**

Here's a muffler created especially for the automotive enthusiast looking for a new high in performance, economy and long life.

Pacemaker's deep surging mellow tone imparts a feeling of power and dash. Its all new, Unitized construction provides longer life and resistance to road shock, vibration and backfire. And, its "straight-thru" design virtually eliminates back pressure restriction . . . permitting maximum engine power and fuel economy.

See your NAPA Jobber now for Pacemaker mufflers, pipes and accessories. You'll set a new pace in sales and profits with Pacemaker!



**high  
performance  
features...**

**1** Scientific "Straight-Thru" Design for Faster Acceleration — More Power — Maximum Gasoline Mileage

**2** Dual Tone-Controlled with Two Special Glass Fibre Materials for a Pleasant Low-Pitched Exhaust Tone

**3** Extra Heavy Gauge Unitized Shell-Head-Bushing Design for Greater Strength and Longer Service Life

**4** Accurately Designed for Fast, Easy Installation and Safe Gas-Tight Fit

PACEMAKER is a product of DeKoven . . . makers of

**Soundmaster** exhaust systems

DE KOVEN MANUFACTURING COMPANY, Racine, Wisconsin, U. S. A.

ask your  
NAPA jobber  
for Pacemaker  
catalog and  
promotional aides

**AC FIRE-RING**  
**put Power and Profit**



There's an AC Fire-Ring Spark Plug for every American car and truck—and popular foreign makes.

# SPARK PLUGS in your tune-ups!

Give your engine tune-up customers the power they pay for by installing AC Fire-Ring Spark Plugs. AC design gives owners satisfying performance to encourage repeat sales and increase profits.

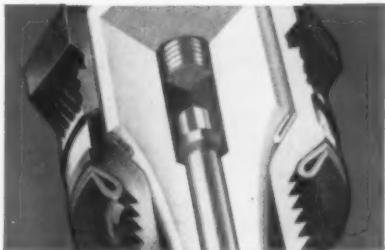
As an experienced dealer, you know a good tune-up begins with top-quality spark plugs and includes all parts essential to proper engine conditioning for long-lasting, maximum power. The best spark plugs for all cars are AC Fire-Rings—your best selection for tune-up power, customer satisfaction and greater profit.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

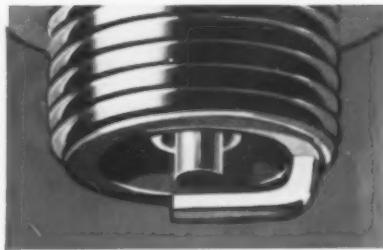
**As an AC dealer—give your customers these superior AC Spark Plug features:**



**Superior Hot Tip Design**—provides self-cleaning action by heating fast to burn away fouling, power-robbing deposits as they form.



**Superior Sealing Design**—offers copper-glass internal seal and pressure-formed external seals to prevent overheating.



**Superior Electrode Design**—operates cooler, reduces material burn-away and need for frequent gap adjustment.

**It pays to be an AC dealer!** • AC provides a continuing program of research and product improvement • AC provides a wide accessory line of the highest quality products • AC provides better profit margins through faster product turnover.

Get the selling edge with **AC** Profit AChievers!

## IGOA Picks Asheville

(Continued from page 41)

brainstorm on how they could best serve IGO and its membership. The evening agenda found the IGOA advisory council and executive committee meeting separately in preparation for the Thursday and Friday general board meetings.

The timing seemed perfect as, with this year's convention under way, Harold Grindle, executive director, IGO-Ohio, left St. Paul Wednesday evening by plane for

Washington, D. C. There, Thursday morning, he appeared before the anti-trust subcommittee of the house of representatives judiciary committee in support of H.R. 71, commonly referred to as the Celler bill. This proposed legislation is aimed at divorcing the manufacturer of motor vehicles from the finance and insurance business.

Grindle's appearance was on behalf of, and representing, the members of IGOA.

Grindle returned to St. Paul Thursday evening and reported to

the national IGO board at the Friday morning session. In his testimony, he presented the results of a survey conducted by IGO members, showing less than four per cent of the independent shop's business is derived from work on General Motors- and Ford-insured vehicles. Supporting letters and petitions were also presented to the Celler committee on behalf of IGOA.

Grindle also presented evidence showing that not only body repair business is affected, but that general repair shops are also involved. This evidence showed that, at times, loans for repairs are made on vehicles before they are fully paid for, and to receive his loan the vehicle owner is requested to return to the selling dealer for the needed repairs.

Stating in his report to the IGOA board that, with some "grass roots" support, the legislation has a good chance for passage, Grindle called for personal, handwritten letters to the members of the judiciary committee, asking them to support H.R. 71.

### Convention's Sidelines

Thursday evening marked the first of the social functions for all delegates at the convention, although that afternoon two buses carried the ladies on a scenic tour of the many lakes and parks in the Twin Cities, and a trip through the Betty Crocker Kitchens at General Mills.

Following a cocktail hour, sponsored by the Minneapolis Automotive Jobbers Association, the St. Paul Automotive Jobbers Association and the Automotive Booster Club B-8, the kickoff banquet was served in the Lowry ballroom, with the program emceed by Swedeen.

Keynote speaker Morgan Potter, executive vice president, Marquette Mfg. Co., declared "While you are independent, do not lose sight of your utter dependence on every facet of American life."

Potter went on to remind the delegates of their many obligations: to the rest of the vast automotive industry; to fight bureaucracy, working to strengthen and encourage the growth of independent free enterprise; to improve the level of garage-men and future garage-men through interest in vocational and on-the-job training, and the obligation to keep abreast of all new developments in the industry.

"Your most important obligation," Potter said, "is to promote salesmanship in selling independent services to the public, and IGO to your communities. Such salesmanship is our country's greatest preventative against communism and bureau-

# GOLDEN GLIDE

... the premium shock absorber ...

**does away  
with varying prices  
for mountings!**

For shocks to fit every make and model car, Golden Glide offers you just *one* price for the standard series, *one* for the heavy duty model. No extra charges for various mountings . . . no confusion over prices.

No change in quality, either. Golden Glide is still a *premium* top-performance shock absorber that gives you the exclusive selling advantages of a full rubber stone guard and fluted dust shield.

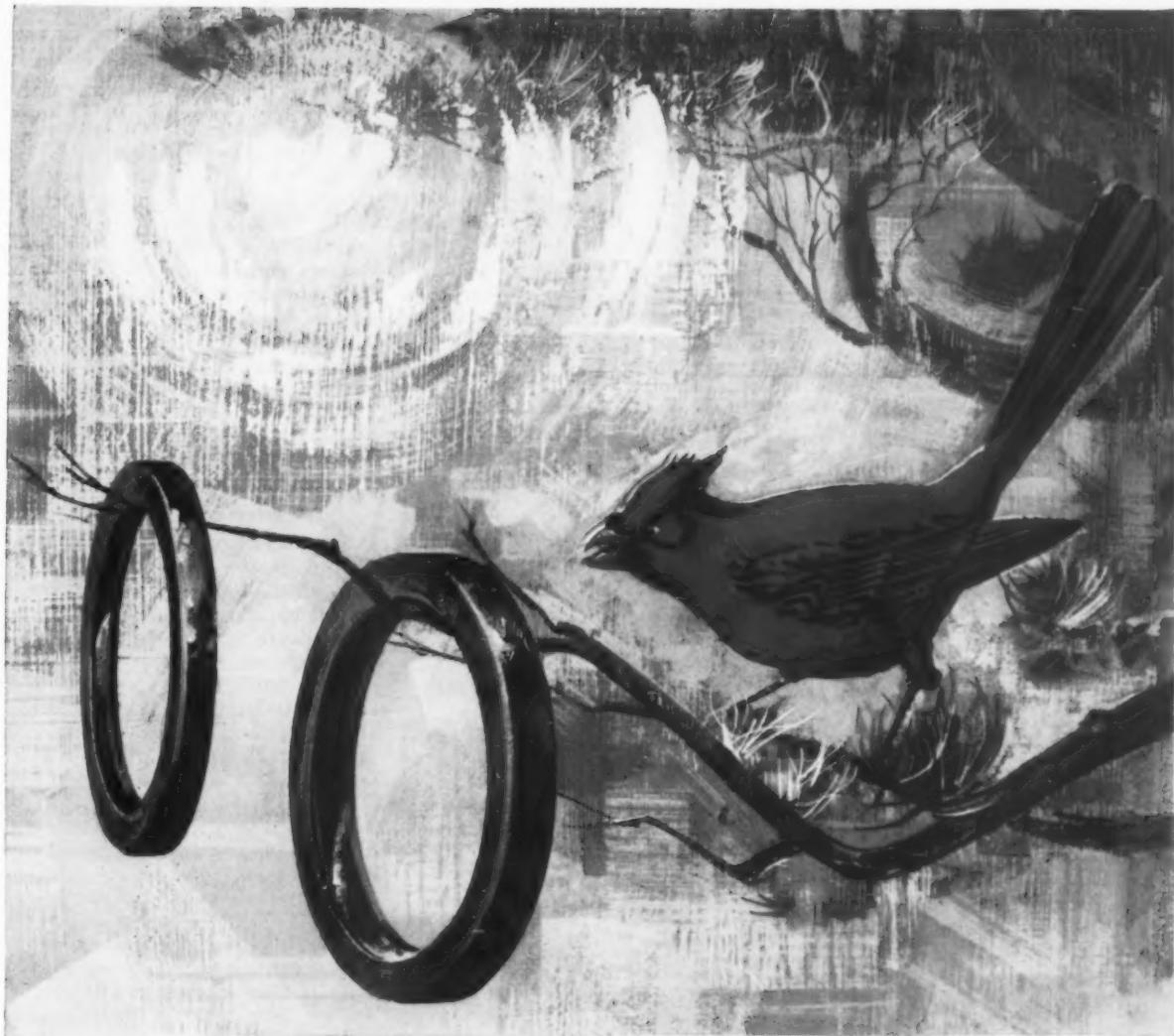
And all this is supported by a selling and merchandising plan such as no other premium shock absorber line in the industry can offer you. It is a premium line with a new, low competitive price! Call your Golden Glide jobber today for full details.



**THE GOLDEN GLIDE SHOCK ABSORBER COMPANY**

Cleveland 15, Ohio

**GOLDEN GLIDE**  
**Shock-Absorbers • Load-Absorbers**



## Used seals are for the birds!

**Replace with National... the only line that can match any seal you pull!**

Prevent complaints on wheel bearing jobs by pitching pulled seals every time. Even if the seal looks good, it can allow dirt to creep in and lubricant to seep out. So give your customers some inexpensive insurance by replacing with National every time you pull a wheel. National has virtually every type and size of seal you'll ever need. They're

made in both Micro-Torc® leather and Syntech rubber to give you the right seal for any job. Metal parts are phosphate coated to improve rust-resistance. Call your National Seal jobber now for immediate delivery on the best . . . from the one *complete* line. You'll find that the service you get is just as thorough and complete.



# NATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN

cacy. "Don't lose sight of your responsibility to stay independent."

Friday's general board meeting was devoted to hearing Grindle's report, acting on recommendations from the previous day's committee meetings, voting on applications for allied membership, and the election of officers. As the session continued, the ladies again boarded buses, this time for a luncheon at the beautiful Lowell Inn, Stillwater, Minn.

Gould-National Batteries, Inc., a firm which headquarters in St. Paul, sponsored the Friday noon luncheon.

Following the meal, G. D. Hauser, Gould-National field engineer, presented "A trip through a battery factory," with the aid of pictures and diagrams, and answered many questions from the floor. He also constructed two batteries as the men watched—one a regular, full-size unit, and the other made from a large tomato, a copper penny and a steel penny.

Friday evening it was time for smoke, fires and explosions, as Jerry Mayer, St. Paul fire prevention engineer, presented his dynamic fire-

power demonstrations.

During this two-hour series of actual blazes, blasts and smoldering electrical wiring, the crowd learned facts that could save their lives, their homes and their businesses, about the nature of the elements with which they live and work.

When Mayer had safely extinguished his final fire of the evening, emcee Bill McNaughton, Minneapolis, co-chairman of the convention with Elmer Heppner, St. Paul, announced that \$20 bills were hidden beneath two chairs in the audience.

Every seat in the house was immediately turned over for a quick search, and the lucky winners were Mrs. Martin Leimbach, Alton, Ill., and Hap Fresh, executive director, IGO-Connecticut, Hartford.

#### Saturday's Speakers

Saturday's parade of speakers, capped by the afternoon's "Parade through the Industry," was well received by all in attendance. Many areas were explored during the morning session in speeches by William F. "Bill" Streeter, credit counselor, IGO-Minnesota; Edward Ford, editor, *Motor*; Joseph J. Schmidt, president, National Auto and Flat Glass Dealers Association; John F. Heffinger, publisher, *National Market Reports*; H. F. "Red" Reagin of Atlanta, past IGOA president, and Bryan G. Davis of Raleigh, N. C., IGOA secretary-treasurer-elect.

Frank Tighe, editor, *Motor Age*, got the afternoon session off to a good start. He was followed by the spirited "Parade through the Industry," a discussion of problems faced by each segment of the industry, which featured: George E. Leutwiler, chief service engineer, McQuay-Norris Mfg. Co.; W. E. "Bill" Lahr, W. E. Lahr Co., Minneapolis warehouse distributor; J. R. "Bob" Stevenson, Stevenson's, St. Cloud, Minn., and president, Northwest Automotive Wholesalers Association, and W. R. "Tommy" Thompson, president, IGO-Florida, Miami. A lengthy question-and-answer period followed the "Parade," before Mel Turner, Chicago garageman and curriculum director of the Automotive Service Industry Association, presented, "The Forgotten Approach to Plus Profits."

The jobbers and boosters who sponsored the Thursday cocktail hour were hosts to a similar event Saturday evening, replacing the cash bar scheduled to precede the convention-closing inaugural banquet.

First on the banquet program was a fine steak dinner, followed by in-

## BEST PRODUCT

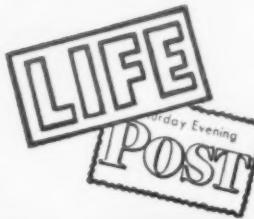
Ask any "old-timer" . . . the unquestioned leader in top quality, top-performance products for radiator and cooling system care and repair is **WARNER** . . . has been since the Model T was king.



## BEST REPUTATION

Warner's quality story is in national advertising in the country's biggest, most influential magazines. When you promote the Warner line your customers know you care about quality!

and . . .



## BEST DEALS!

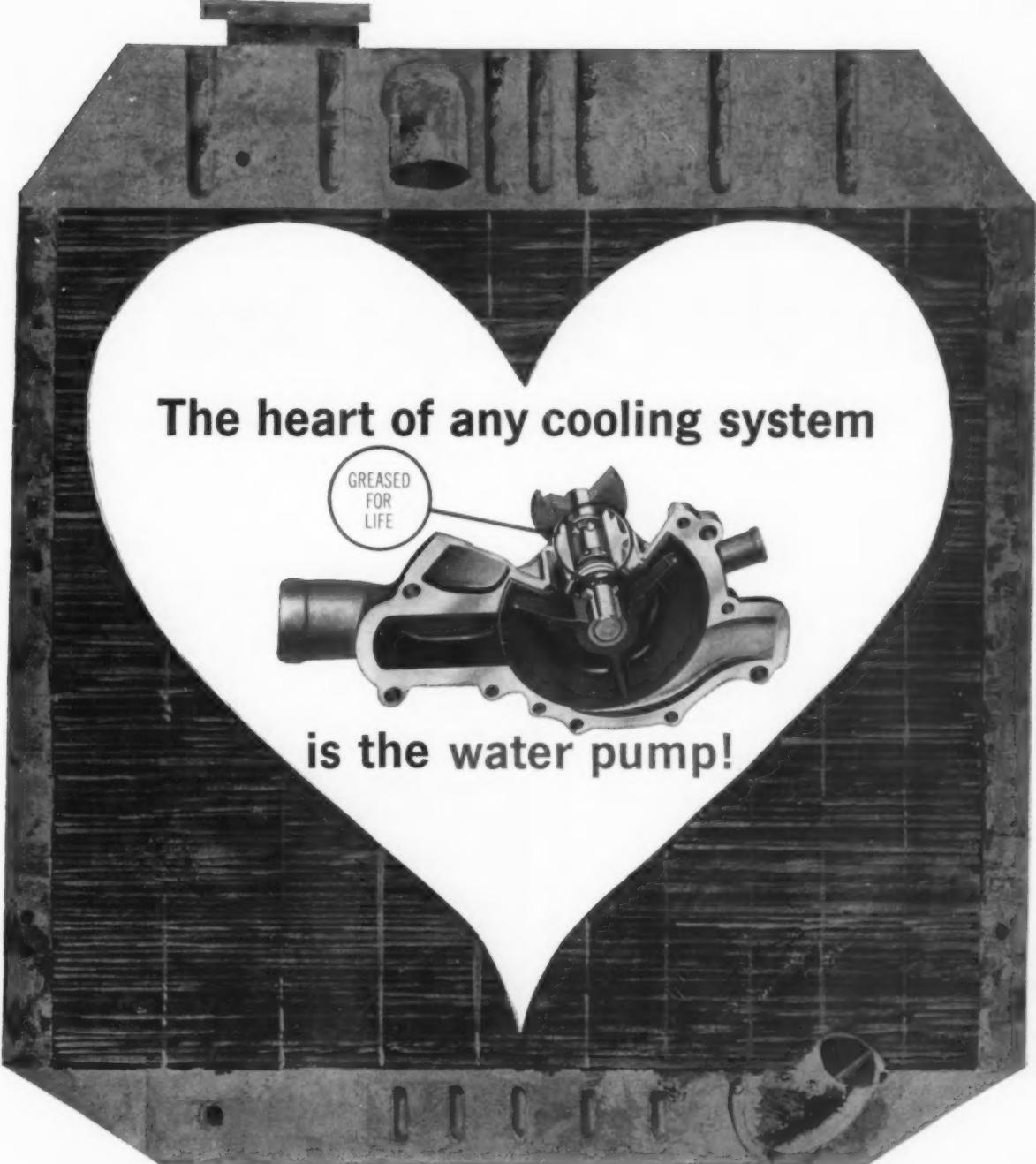
With every five cases (5 doz.) of any Warner products you buy, you get a case of *liquid solder free!* Sell these—and pick up \$12 extra profit—or see your supplier salesman for Warner's bigger-than-ever fall gift offers!

- Warner Liquid Solder (non-metallic—deposits tiny fibers to repair leaks) . . . \$1.00
- Warner Protector and Water Pump Lubricant . . . \$1.00
- Warner Speed Flush . . . \$1.00
- Warner Heavy Duty Cooling System Cleaner . . . \$1.50
- Warner Block Repair and Heavy Duty Sealer . . . \$1.50

*Suggested Retail Prices*



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The heart of any cooling system

is the water pump!

Did you know that today some passenger car water pumps run as fast as 4,000 RPMs, and pump up to 50 gallons of water (and sometimes rust, grit, etc.) per minute? During the normal life of a car, this pump may handle millions of gallons of coolant. To do this, a pump must be efficient. Be sure the pumps you sell and install are built to do this mammoth job. Install Toledo Steel "greased for life" water pumps that will outlive all others.

#### TOLEDO STEEL PRODUCTS

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WORLD'S FINEST PARTS . . . WORLD'S FINEST SERVICE



#### WHY TOLEDO STEEL PUMPS OUTLIVE ALL OTHERS

- Better design and manufacturing.
- Finest materials and components.
- "Greased for life" bearing and shaft assembly.
- Every pump is factory tested.

# Sell all four...not just one... with this **EARLY FROST** “Special Package Deal”!

- You can sell:** 1. Oil change 2. Lube job  
3. Complete cooling system check 4. “PRESTONE” Anti-Freeze  
in one pre-winter service job!

When you sell these four—all in one package—and when you sell them early, you're giving your customers the winter protection and service they need and want!

When you combine all four items in just one servicing trip, you save *your* time, your *customer's* time...and you're offering not just anti-freeze service, but *complete* winterizing service for the whole car! You have the know-how and equipment to do the job properly and you stand to make *more profits* on related service and parts (thermostats, fan belts, hoses, etc.)!

*Here's how you can put this “Special Package Deal” to work, making more profits for you:*

**1.** Be sure to obtain from your supplier the FREE “Prestone” Anti-Freeze Merchandising Kit, featuring the “SPECIAL PACKAGE DEAL” poster (shown at right).

**2.** Figure your price for several likely combination package deals you will be called upon to use and insert the *lowest price* (generally, the popular car with the smallest oil and cooling system requirements) in the circle after “As low as” on the special poster.

**3.** Tell customers that your “package” price covers the four basic items listed, but if your complete cooling system check turns up any needed repairs or replacement parts, that, of course, will be extra. Be sure to point out the many operations involved in your cooling system and winterizing job so your customers will *know* about the service you're giving them.

**4.** Keep the figures for the higher-priced package deals handy for customers with cars having greater requirements.



Remember, your supplier has a **FREE** Complete “Prestone” Anti-Freeze Merchandising Kit for you featuring the **EARLY FROST “SPECIAL PACKAGE DEAL” poster!**

Sell **ALL FOUR**—not just one—and watch the winter profits roll in!

**Always sell “Prestone” brand—world's most tested, most trusted anti-freeze!**



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introductions by emcee Tom Hitchcock, 1957-58 president of IGO-Minnesota.

"Under the Hood" columnist "Fenderent Butts" never put in an appearance at the banquet, although introduced by his boss, Ben Forsyth, editor, *Northern Automotive Journal*. It seems Butts became a little mixed up, and traveled to the Dinkler Plaza Hotel in Atlanta for the convention—only one year late. Before he sat down, Forsyth was given a plaque naming him an honorary member of IGO-Minnesota.

"IGOA Honors Art Kittell, President, 1960-61," was the engraved inscription on a watch given the outgoing president by the convention committee. This presentation was made after Kittell had received the Moog Industries president's trophy and ash tray, and introduced the new national officers, urging the membership to give them the same fine cooperation he had enjoyed.

Next, it was time for the announcement of the winner of the coveted McQuay-Norris Golden Award trophy, a rotating trophy held during the past year by IGO-Ohio, and awarded annually to the IGO state association showing the most progress during the preceding year. The 1960-61 winner . . . North Carolina.

And then the ballroom was cleared, the lights dimmed and the delegates and their favorite ladies danced to a close the successful sixth national IGOA convention.

### American Motors Occupies Kenosha, Wis., Center

A STEP in its expanded engineering and research programs was achieved by American Motors Corp. with the opening of its new automotive engineering center in Kenosha, Wis., according to R. H. Isbrandt, vice president of automotive engineering and research.

Engineering personnel, formerly quartered at the Kenosha main plant, now occupy a five-story building, acquired by the company in 1959, which provides 140,000 square feet of operating floor space. Extensive remodeling has been completed to include an addition for seven dynamometer rooms for engine testing. Other facilities include a "cold room" for testing cars under sub-zero conditions, a "heat room" for high-temperature tests, a carburetion laboratory, rear axle and transmission development, welding rooms, electrical laboratory, stress laboratory, lighting laboratory, acoustical laboratory, etc.

## FOR RICH RESULTS IN FLEXIBLE PLASTIC



There's no guess work with Claw-Plast "PLATINUM ARMOR" plastic putty filler. One "shot" with "LIQUID GOLD" color indicator hardener does the trick. When mixed, the platinum grey putty immediately takes on a yellowish color. When completely mixed, the yellowish color is evenly distributed. Results are superior . . . even mixing eliminates soft spots, pinholes, blisters and pock marks.

"PLATINUM ARMOR" can also be used with odorless, non-toxic "CREME-GOLD" hardener for those who prefer a cream catalyst.

#### OTHER "PLATINUM ARMOR" FEATURES:

- Lowest Dust
- Creamy-Smooth . . . Easy Spreading
- Cures Tough in Minutes
- Permanent Flexibility
- Unexcelled Adhesion, Impact and Shock Resistance
- Light, Pleasant Odor
- Code-dated Cans . . . Long Shelf Life

Also Ask Your Jobber For:

#### LOW-DUST SEMI-FLEX



#### BLACK ARMOR FLEXIBLE



#### CLAW-PLAST

Mfg'd by H. CLAUSEN & CO., INC.

Dept. SAJ, 1055 King George Rd., Fords, N. J., P. O. Box 24

## Sunnier Money Skies Predicted Ahead

A Ford Motor Co. economist recently told the United States Chamber of Commerce that he sees clearing and sunnier financial skies for the rest of 1961.

Speaking at the Chamber's business outlook conference, T. J. Obal, Ford senior economist, forecast:

1.—A \$530 billion annual rate for the gross national product in the fourth quarter, compared with \$500 billion in the first quarter and \$512

billion in the second.

2.—Continued, but less spectacular, economic improvement for the second half of 1961.

3.—Total retail sales of 5.9 million new cars this year, including foreign makes.

4.—Stronger demand for trucks and used cars.

5.—An increase of up to \$4 billion in discretionary income—money left over after essentials are bought—in the next six months.

Although his forecast was optimistic, Obal did not see a full-blown

boom in the next few months.

"The conditions necessary for a boom are not apparent at this time," he said. "It would have to be generated by sharp rises in one or more of the following: (1) new plant and equipment spending, (2) business inventory building, (3) consumer durables purchases and (4) government spending. These areas will warrant serious analysis in the coming months."

Obal said the present upswing in the economy "reflects an early acceptance by consumers and business that the recession lows were reached during the first quarter and that the rest of 1961 would show definite improvement."

### Reasons for the Upturn

He listed these reasons for the economic upturn:

1.—"Fingertip control" of inventories by business, "thus enabling inventory policy to respond faster to improved sales or the prospect of improved sales."

2.—The relative firmness of business capital expenditures so early in a recovery.

3.—A rebound in consumer buying of new cars.

4.—A sharp rise in residential construction coinciding with the business cycle.

5.—A continued rise in government spending.

"This early across-the-board strength in buying activity has already resulted in corresponding increases in industrial production, payrolls, profits and government revenues," Obal said.

One question mark in the predictions, he indicated, is the buying plans of consumers, especially in housing and consumer durables.

"The extent of these improvements will depend as much on the attitude of consumers and their willingness to use credit as on the rise in spendable income," he pointed out. "The expected rise in incomes, however, should stimulate the rate of spending on consumer non-durables, which have lagged in the recovery. The only category that is expected to decline is net exports."

Obal listed the "age mix of cars on the road" as a factor in estimating new-car sales. The age mix is the relation between cars under four years and those that are somewhat older, that is, five to seven years.

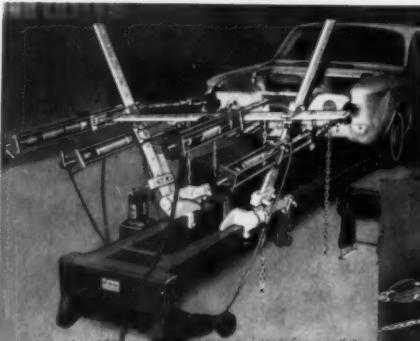
In contrast to the 1958 recession and its weak car sales, 1961 saw a higher proportion of these older cars on the road, indicating a stronger replacement demand.

## Bee Line "Multi-Pull" 360°



### UNITIZED BODY TOOLS

THE GREATEST  
TIME-SAVER IN ANY  
ALIGNMENT SHOP



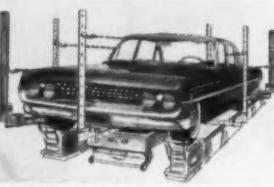
The damaging forces of collision are exactly reversed with four pulls at the same time. Metal is returned to its original shape in a matter of minutes.



•4•  
PULLS  
AT ONE  
TIME



The new Bee Line "Multi-Pull" Body Tools are designed with unitized bodies in mind. These versatile new tools are engineered for fast production body and frame straightening. Easy tool set-ups save time. Multiple straight line pulls (as many as four at one time) can be made at virtually any spot, in any direction, or at any height. Modernize your shop now.



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BEE LINE COMPANY Davenport, Iowa U.S.A.

Compare the  
***Snap-on***  
**ANAL-O-SCOPE**  
 with any  
 other scope  
 Those who do...  
 choose  
***Snap-on***



MT-615A  
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 Yours on easy  
 payments

A careful study of SNAP-ON sales records shows that in cases where SNAP-ON was able to demonstrate in competition with other leading scopes, there was a big buying preference for the SNAP-ON Anal-O-Scope. Here are the reasons why:

**Exclusive ignition reserve test** — In effect, this is an ignition dynamometer that puts a calibrated load on the ignition system electrically to simulate an actual road test . . . faster, cheaper and safer. It spots faults that wouldn't show up on an ordinary scope; proves out work after a tune-up is completed.

**Direct reading of both primary and secondary circuits** — The Anal-O-Scope is the *only* scope on the market that provides a direct reading of the complete primary circuit, in addition to the secondary circuit. Competitive scopes read a reflected primary through the secondary.

**Complete portability without extra-cost attachments** — The Anal-O-Scope is powered by the test vehicle's own electrical system, either 6, 12 or 24-volt, allowing it to be used anywhere. This eliminates additional units which are not only costly but troublesome and inconvenient.

SERVICE-BACKED SHOP EQUIPMENT

**SNAP-ON TOOLS**  
 8052-H 28th Avenue • Kenosha, Wisconsin

<b>SNAP-ON TOOLS</b>	
8052-H 28th Avenue, Kenosha, Wisconsin	
Gentlemen:	
<input type="checkbox"/> Please send me your new, free bulletin on the Anal-O-Scope. <input type="checkbox"/> I am interested in a demonstration.	
Name .....	
Address .....	
City ..... State .....	

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**102 MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars 1946 through 1960 by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Klem Mfg. Co., 26-21 Wagaraw Dr., Fair Lawn, N. J.

**103 SAMPLES, BOOKLETS, AND CATALOG SHEETS**—Describing the DL Handi-Cleaner available on request. DL Products Inc., Banite Bldg., Buffalo, N. Y.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-202, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hoses, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hoses, cylinder hoses, cylinder surfacing hoses, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**112 SOUND SLIDE FILM**—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**114 32 REASONS FOR OIL CONSUMPTION**—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet. American Hammered, 2001 Sanford Street, Muskegon, Mich.

**116 REMANUFACTURED ENGINE BROCHURE**—New 6 page folder helps sell vehicle owners on the many advantages of remanufactured engines. The back provides space for the installer, the jobber, or the rebuilders to imprint his name. It provides an excellent sales aid piece for engine rebuilders and their jobbers to supply to service outlets installing engines. Muskegon Piston Ring Co., Muskegon, Mich.

**118 BRAKE SERVICE GUIDE**—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6362 Plymouth Ave., St. Louis 33, Mo.

**123 AERO-SEAL HOSE CLAMPS**—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

**133 CATALOG NO. 56**—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome-Plus lines. Moog Industries, Inc., 6650 East Ave., St. Louis 14, Mo.

**141 MOOG STREAMLINER CATALOG**—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 East Ave., St. Louis 14, Mo.

**146 HAND CRIMPING TOOL**—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

**149 TIRE & TUBE REPAIR MATERIALS**—are listed in this new 12-page catalog. Given the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas

**164 AIRTEX FUEL PUMPS**—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

**169 YOUR ANSWER TO VAPOR LOCK**—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Filt-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

**172 A-1919 FUEL PUMP SHOP MANUAL**—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1961. Eis Automotive Corp., Middletown, Conn.

**174 OIL SEAL POSTER**—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

**176 AXLE SHAFT GUIDE**—Valuable free guide gives causes and preventions of

axle shaft failures. The U. S. Axle Co., Inc., Pottstown, Pa.

**182 DIESEL SHOP MANUAL**—76 pages, 275 illustrations, 56 engine reference tables and 26 parts lists. Bacharach Industrial Instrument Co., 200 N. Bradock Ave., Pittsburgh, Pa.

**185 PRESCRIPTION FOR BETTER ENGINE OVERHAULS**—16 page booklet contains information on how to diagnose a case of excessive oil consumption and how to make the necessary corrections. Perfect Circle Corp., Hagerstown, Ind.

**186 FILTER CATALOG**—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N. J.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**190 COOLING SYSTEM CLEANING**—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Purge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5. Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

**203 COOLING SYSTEM CARE BULLETIN**—is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

**205 HOW TO INCREASE ENGINE LIFE 90%**—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

**206 THE SERVICE STORY ON SHOCK ABSORBERS**—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

**209 EXTRA PROFITS WITH STEAM CLEANERS**—20-page booklet showing several models of Hypersure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypersure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Pa.

**211 SERVICE TOOL CATALOG**—Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

**213 SHOCK ABSORBER CATALOG NO. 320-T-A**—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

**222 "WHAT PRICE QUALITY"**—Read and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**314 WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to



***Every battery padlocked  
until sold—exclusive  
with Gould-National!***

Now, both customer and *you* are assured of factory fresh starting power by Gould-National's Sealed till Sold ring. It effectively "padlocks in" the charge of every G-N battery by covering the positive terminal and preventing the battery's use. This plastic Sealed till Sold ring is installed at the factory, and must be broken to be removed. It can not be replaced—guarantees to the buyer a full life of fresh starting power and performance.

This is just one important construction feature available from Gould-National... and at no extra cost. Interested? Write for complete information on a Gould® or National® brand franchise.



- 1 "Sealed till Sold" ring
- 2 Silver-Cobalt positive plates
- 3 Bi-Plak® separators
- 4 negative plate group
- 5 Deepwell® construction
- 6 anti-splash vent caps
- 7 hard-rubber container



AUTOMOTIVE BATTERY DIVISION

**GOULD-NATIONAL** BATTERIES, INC.

St. Paul 1, Minnesota

HELPFUL  
**BOOKLETS**  
FREE!

fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**317 THE CRANKING CIRCUIT** — This shows the units in the cranking cir-

cuit and how they operate together as a team to crank the modern automobile. Written in simple non-technical terms so it can be easily understood. Delco-Remy Division, Anderson, Ind.

**319 BRAKE AND SHOCK CATALOG**—20 page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts, service kits, disc brakes and shock absorbers. Lucas Electrical Services, Inc., 501 W. 42nd St., New York 36, N. Y.

**320 NEW DEALER CATALOG OF MO-REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**323 BRAKE LINING**—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., New Castle, Ind. Attn.: Sales Prom. Mgr.

**325 POWER STEERING REPAIR KIT CATALOG**—Introduces Everhot's new line of KWICKY POWER STEERING REPAIR KITS. KITS contain all the parts necessary for efficient service of all GM, Ford, Chrysler, American Motors and Studebaker-Packard models, 1952 through 1960. Easy-to-follow instructions and exploded illustrations in every KIT. New catalog contains complete alphabetical listings by car, make, model and year; listings by KWICKY KIT number; Interchange Data, and Exploded Illustrations. ASK for Catalog PK-260. Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

**329 AUTOMOTIVE EQUIPMENT CATALOG**—Describing the complete line of Graco automotive lube equipment, supplies and accessories. Covering supply pumps, overhead service reels, motor oil dispensers, portable equipment, ATF dispensers, undercoaters, bearing packers, transfer pumps, waste oil receivers, dispensing guns, control valves, adapters, nozzles, hand operated units, hose, hose assemblies and fittings. Write for catalogs 103 and 204, Gray Co., Inc., Graco Square, Minneapolis 13, Minn.

**330 POWER CLEANING EQUIPMENT**—30 Brochure describing applications and specifications of Graco Hydra-Clean units, power washing spray products. Covers full line including detergents and accessories. Also describes profit-making ideas and uses. Gray Co., Inc., Graco Square, Minneapolis 13, Minn.

**334 TIRE VALVES, PARTS & ACCESSORIES CATALOG**—New 24 page dealer catalog, No. 14, illustrates and describes complete line of tire valves, parts and accessories. Included with each catalog is latest tubeless tire valve application chart indicating the proper valves to be used with any model of American and popular foreign make cars. Operating information, specifications, ordering, and packaging information are given for each applicable product. Dill Mfg. Co., 700 E. 82nd St., Cleveland 3, Ohio.

**336 NEW FILKO IGNITION PARTS CATALOG**—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

**340 OIL, AIR, FUEL AND WATER FILTERS**—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

**341 TRENDS IN TUBE AND TUBELESS TIRE REPAIR**—12 page brochure, contains actual field case studies of two major truck fleets, a bus fleet, and 2 service stations in tire repair with electrical vulcanization. It examines each of these operations, pin-pointing each subject's benefits from and reasons for using Dilectric methods and equipment. Dill Mfg. Co., 700 E. 82nd St., Cleveland, Ohio.

**345 HYDRAULIC BRAKE WALL CHART**—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.

**346 INSTRUCTION PAMPHLET FOR PLASTIC PUTTY FILLERS**—Colorful, illustrated easy-to-follow guide gives step-by-step body repair instructions using CLAW-PLAST fillers. H. Clausen & Co., Inc., Dept. SAJ, 1055 King George Road, Fords, N. J.

**350 1961 PISTON RING SPECIFICATION BOOK**—Lists Hastings piston ring specifications for all popular cars, trucks, tractors and small bore engines, with numerical cross reference. Hastings Mfg. Co., Hastings, Mich.

## FOUND: 32 DIFFERENT USES FOR NEW MULTI-JOB WASHER



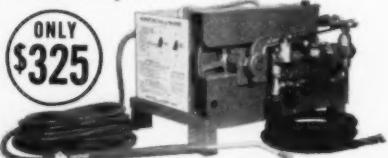
### Reported by 180 Service Station and Garage Men

Costing only \$325, the new Jenny® Multi-Job Washer has almost unlimited cleaning possibilities around your service station or garage—as proved by responses we have on file from 180 of the thousands of owners who are in the same business you are!

Multi-Job Washer's combination of pressure, cleaning solution and controlled electric heat cleans engines, washes cars and trucks, de-greases parts and machinery, cleans walls, ramps and floors . . . even gas pumps, air filters and boats . . . thirty-two uses in all. It's a shop tool that's *really* used, because it's *so easy* to use.

IT'S ELECTRIC . . . no fumes, no flame, no fogging. Use it indoors or out, all year long. Take your choice of heat up to 180°F. at 300 lbs. pressure for a *real* cleaning job. It does a giant-size amount of work, yet takes up no more space than a 55-gallon drum.

Interested in what Jenny Multi-Job Washer can do for you? Mail coupon.



Please send me full details on Jenny Multi-Job, and its many uses.

Name. \_\_\_\_\_ Title. \_\_\_\_\_

Company. \_\_\_\_\_

Address. \_\_\_\_\_

City. \_\_\_\_\_ Zone. \_\_\_\_\_ State. \_\_\_\_\_

98

**HOMESTEAD VALVE  
MANUFACTURING COMPANY**  
Hypersure Jenny Division—Coroopolis, Pa.  
In Canada: Hypersure Jenny Sales & Service Ltd.,  
517 Jarvis St., Toronto 5, Ontario, (C.S.A. Approved)

# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature  
and more details on any products  
mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

**SAJ pays the postage!**

*(Cards not valid after 90 days)*

#2 AUGUST 1961

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These cards  
can help  
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**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Automotive Journal**  
1760 PEACHTREE ROAD, N. W.  
ATLANTA 9, GEORGIA

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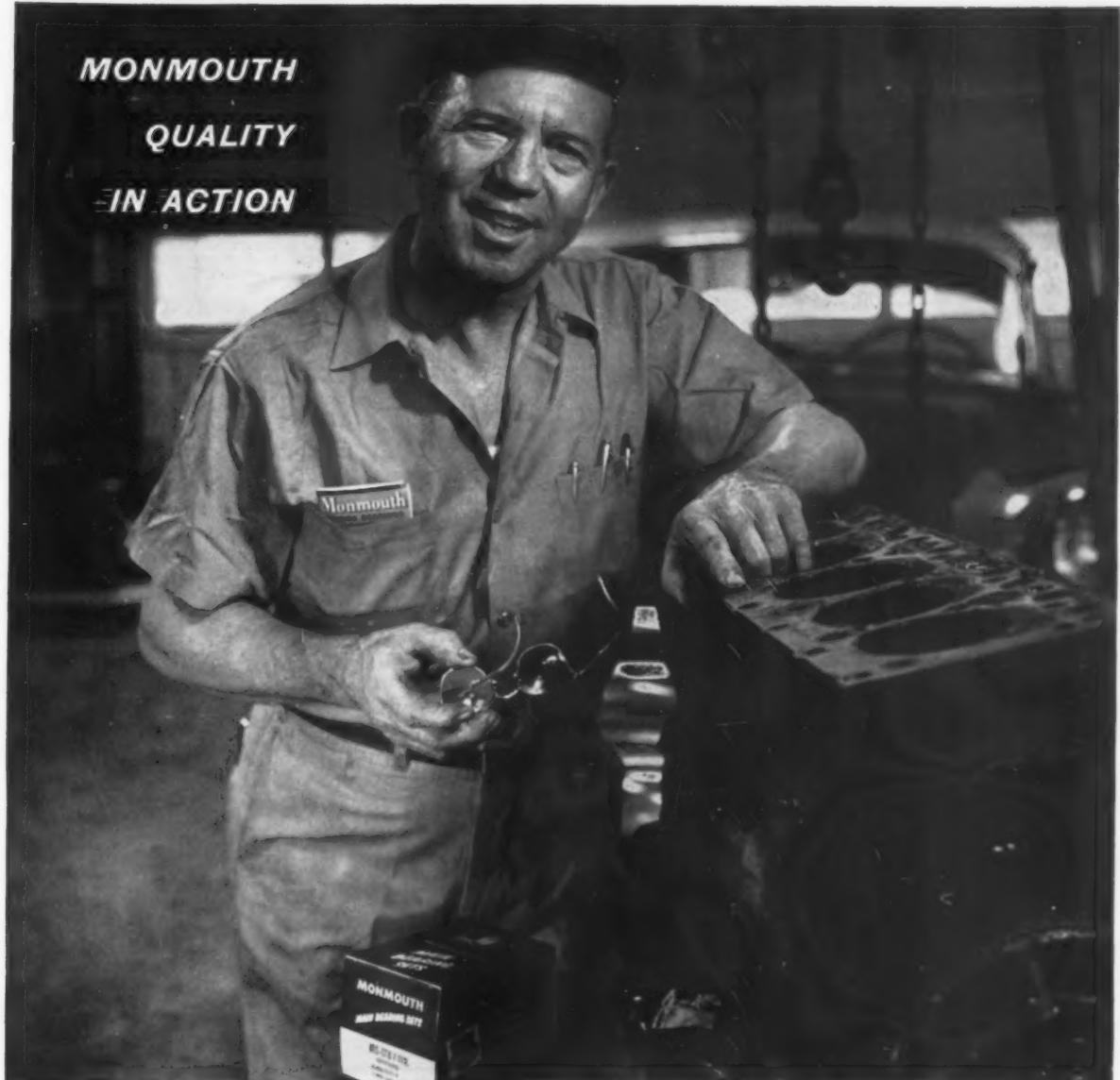
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**Southern Automotive Journal**  
1760 PEACHTREE ROAD, N. W.  
ATLANTA 9, GEORGIA

MONMOUTH  
QUALITY  
IN ACTION



## "I've used Monmouth Bearings for 15 years...

... and you can benefit from my experience. I've seen a lot of changes in cars since I repaired my first Model T. Today's engines need high quality bearings, designed especially for modern driving. Believe me, you won't find a better line of bearings than Monmouth."

If you want performance that pays off, use Monmouth bearings in all your engine rebuilds. For instant service, call on your NAPA jobber. He can give you complete Monmouth service on all your engine bearing requirements.

reports J. P. Lamb  
Lamb's Garage  
Meridian, Mississippi



## MONMOUTH Engine Bearings

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio

Want more facts? Use Reader Service Card Page 109

**HELPFUL  
BOOKLETS  
FREE!**

**352 MASKING CHART**—A step-by-step masking of automobile bodies for refinishing. Shows 12 recommended steps for masking. Department M1-13, Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

**355 OIL SEAL WINDOW-WALL POSTER**—New 20" x 30" two color window wall poster that sells oil seals by promoting brake relining and wheel repacking is now available. It shows what most vehicle owners think when shown an "oil seal," and offers the serviceman or mechanic an opportunity to talk about brake relines and wheel repacks. Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago 22, Ill.

**359 OIL SEAL MERCHANTISING BRO-**  
**359 CHURE**—Realizing that most service and repair outlet operators are too busy for lengthy product sales dissertations from salesmen, C/R has created a pocket-size merchandising brochure that gives a product sales story in just 65 seconds. Also gives complete picture on the new 1961 merchandising package. Chicago Rawhide Mfg. Co., 1301 Elston Avenue, Chicago 22, Ill.

**361 NEW "QUICK REFERENCE" GAS-**  
**KET CATALOG**—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

**368 SEALANT APPLICATION CHART**—  
**368** Lists 11 products giving specific instructions, such as setting, drying, application use, temperature and resistance. Also the convenient Application Gun and Tip is illustrated. Permatex Co., Inc., 300 Broadway, Huntington Station, Long Island, N. Y.

**369 NEW GAUGE CATALOG**—Catalog A61B, describes in detail latest automotive gauges, including deluxe line of steering post mounted amperes, oil pressure and water temperature gauges; economy under the dash mounted gauges, plus combination gauge kits and individual amperes, oil pressure and water temperature gauges. In addition, the catalog also displays the tubing, fittings, panel brackets and light source kits necessary to make all installations. Accurate Products, Inc., 135 N. Spring St., Indianapolis, Ind.

**370 MARVEL OIL CO.**—Complete printed information on entire line; Marvel Mystery Oil, Marvel Inverse Top Cylinder Oiler, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Marvel Oil Co., P. O. Box 871, Port Chester, N. Y.

**373 IMPORTANCE OF PROPER LUBRI-**  
**CATION IN SEATING TUBELESS**  
**TIRES BEADS**—Technical Service Bulletin No. 101 tells approved procedure for mounting and demounting tires. American Grease Stick Co., Muskegon, Mich.

**374 "FREEZE - PROOF" WEATHER**  
**STRIPPING TO COMPLETE WINTER**  
**CHANGE-OVERS**—Technical Service Bulletin No. 102 gives winterizing service tips for eliminating cold weather squeaks. American Grease Stick Co., Muskegon, Mich.

**375 PROPER FUNCTIONING OF MANI-**  
**FOLD HEAT CONTROL VALVES**—  
Technical Service Bulletin No. 103 explains how to get best results in lubricating the manifold heat control valve for free opera-

tion. American Grease Stick Co., Muskegon, Mich.

**376 AGS SPECIALIZED LUBRICANTS**—  
Full-color Catalog Insert illustrates and describes complete line of automotive shop and resale products, including RuGlyde Rubber Lubricant, Sil-Glyde Lubricating Compound with Silicone, Lock-Ease Graphited Lock Fluid, Door-Ease Dripless Oil, Part-Ease Heat Control Valve Loosener & Lubricant, and Door-Ease Stainless Stick Lubricant. American Grease Stick Co., Muskegon, Mich.

**377 TUBELESS TIRE SERVICING**—12 page booklet gives instructions, answers questions about mounting and demounting tires on 14" and 15" wheels; tells how to change the project from "Simply Awful" to "Awfully Simple." American Grease Stick Co., Muskegon, Mich.

**378 SELECTIVE DRIVE HUBS**—Catalog, price sheets and envelope stuffers giving complete descriptions and specifications are now available from Dualmatic Products Co., P. O. Box 419, Longmont, Colorado.

**380 TIPS FOR BETTER SALES & SERV-**  
**ICE**—New 16 page book is designed to provide personnel in the gasoline, and fleet and automotive service field with the latest and most informative information on sales and service. Dill Mfg. Co., 700 E. 82nd St., Cleveland 3, Ohio.

**410 NEW AIR BRAKE MAINTENANCE**  
**BULLETINS**—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**Auto-Test Tips**

**TIMING LIGHT SPOTS**  
**STICKY VALVES**

Connect timing light to any plug, set engine speed at about 1500 RPM and point light at valves. Sticky valves appear to have jerky action under the super-bright beam of:

**Mark IV TIMING LIGHT**  
(big trade-in allowance on your old light)

**DWELL METER BEST FOR**  
**RESETTING POINTS**

Feeler gauge is inaccurate when resetting old points, because of rough contact surfaces. Assure precise setting by using:

**Auto-Test CAM ANGLE TACHOMETER**  
Model Cat-5 **\$57.50**

**BATTERY TESTER SELLS SERVICE**

Show your customer exactly how his battery checks out. Impressive demonstration wins confidence . . . and service business. Modernize where it shows, with:

**Auto-Test BATTERY CONDITION**  
**TESTER**  
Model Bat-5 **\$19.95**

**WIN**  
THESE TWO  
PRECISION TESTERS  
**FREE**

**Auto-Test**  
INCORPORATED

**SEND IN YOUR "TEST TIP"**  
your helpful hint or shortcut in the use of testing equipment. This month's prize for tips published in this series: handy set of induction current indicators. Check starter and generator current without connecting a single wire. Address entries to:

600 S. MICHIGAN  
CHICAGO 5, ILLINOIS

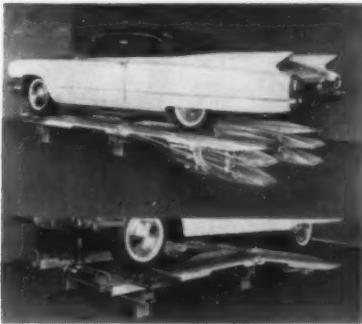


## NEW PRODUCTS AND CATALOGS

### 600—Alignment Rack

Shorter than a medium-sized automobile, a power rack introduced by Bear Mfg. Co., Rock Island, Ill., is said nevertheless to accommodate every model car—large or small—and to be as sturdy as standard floor racks, although 8 to 10' shorter.

Instead of the usual long approach ramp, runways are hinged at the center so the rear halves can be raised and lowered pneumatically to double as both ramp and runway, thus re-



ducing over-all length to 16' 10". By inserting safety stands at the rear of the vehicle, dropping both ramps and jacking front wheels, all 4 wheels can be suspended for brake work or tire rotation. Rack is complete with pneumatic cylinders and connections and can be installed in minutes with 4 lug bolts into any surface and on either upper or lower floors which will support a car, according to the company.

Want more info? Use coupon on page 109 and you will get it!

### 601—Convertible Closer

An electronically operated sensing device that automatically closes convertible tops in case of rain or heavy dew, "Rain-Top," announced by Bedol Electronics, Inc., 1971 West 85th St., Cleveland 2, O., consists of a moisture-sensing pad and electronic control box which works on any convertible with a 12-volt system.

The fully transistorized control box is wired into the automatic riser system and mounts inconspicuously under the dash (or in the riser well). The "sensa-plate" tucks into the glove compartment when not in use. When owner parks his car with top down, he may place the sensa-plate on the seat and switch the electronic unit "on." The first drop of rain to hit the sensa-plate activates the unit and top goes up, it was claimed. Ignition switch does not have to be on and there is no drain on the battery, the manufac-

turer said. Unit switches itself off automatically after closing.

Want more info? Use coupon on page 109 and you will get it!

### 602—Lubricant

Developed to eliminate messy pails, brushes and paddles and to provide clean lubricant where needed, white all-purpose "Loob" announced by Spray Products Corp., P.O. Box 1988, Camden 1, N. J., comes in 16-oz. pressurized can and may be used in automotive, industrial, marine, farm and home applications.

To apply, shake hard, remove cap, hold can upright and aim at area to be lubricated. Spray from a distance of several inches in short bursts. Allow lubricant to set. Product reportedly will protect all metal surfaces and lubricate hard-to-reach areas.

Want more info? Use coupon on page 109 and you will get it!



**DL not only cleans hands CLEANER, FASTER**

... but also cleans hands  
**"HEALTHY CLEAN"**

*because:*

1. DL's exclusive deep-down cleansing action dissolves oil, grease and grime, "lifts it out," preventing formation of ingrained grime.
2. DL keeps hands in good "working condition" because DL contains both Lanolin and Hexachlorophene. Lanolin conditions skin, keeps it soft, prevents roughness and chapping. Hexachlorophene guards against dermatitis, protects nicks and cuts from infection.
3. DL is equally effective used with or without water!

Available in Original Cream Type or New Liquid Low cost DL Dispenser for use with 5 lb. can insures economy. More than 600 hand washes in 5 lb. DL Can.

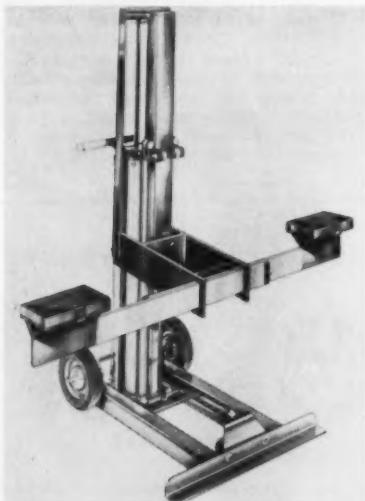
For full details write us... Dept. SAJ-8-23  
**PRODUCTS, INC.**, Buffalo 4, N.Y.  
Canadian Offices: 236 Norseman St., Toronto 18, Ontario



### 603—Bumper Jack

With inch-thick rubber cushions, a full 10" wide, the "505" bumper jack introduced by Big Four Industries, Inc., Maineville, O., reportedly protects chrome finishes and avoids bending the current thinner bumpers.

Saddle arms expand to grip bumpers or bumper supports on all the new



cars, it was claimed. Inside the power cylinder, the piston has a self-sealing neoprene-type packing which automatically compensates for wear and is easily replaceable. A nylon wear ring prevents metal-to-metal contact of piston with cylinder wall. Five fixed safety positions are provided and air power does all the work, according to the manufacturer.

Want more info? Use coupon on page 109 and you will get it!

### 604—Bushing Extractor

Working on the eccentric cam principle, a heavy-duty bushing extractor introduced by Rebuilders Supply Co. of Atlanta, 1792 Marvin St., N.W., P.O. Box 19633, Atlanta 25, Ga., is said to quickly remove bushings from blind holes.

Tool has no thin metal quills. A pair of hardened steel grippers expand along the entire length of the bushing, eliminating slippage, it was claimed. A quarter turn of the cam lever expands or collapses the grippers. To remove generator and starter bushings of various sizes, the grippers come in different diameters and may be changed in a fast, simple operation.

Want more info? Use coupon on page 109 and you will get it!

### 605—Carburetor Cleaner

Formulated to remove all residue, varnish, tars and grease, a carburetor cleaner introduced by Gunk Laboratories, Inc., 630 N. Harlem Ave., River Forest, Ill., reportedly leaves no lingering odor, is easier to handle and will not burn hands.

Available in 5-gallon-size carburetor bench kits with or without parts basket, cleaner also comes in 15-, 30- and 55-gallon drums.

Want more info? Use coupon on page 109 and you will get it!

### 606—Tank Cleaner

"614" hot tank cleaner introduced by Magnus Chemical Co., Inc., Garwood, N. J., reportedly combines ingredients never before found in a single granular product for cleaning automobile radiators, engine blocks and other heavy-duty cleaning and paint-stripping operations.

Product strips both old and new types of paint from radiator cores, leaving them bright and ready for soldering, it was claimed. Solder reportedly flows on smoothly without splattering, adhering tightly. Solution removes light rust and even some hard-water scale, has unusually long life and, when used as recommended,

leaves no scum formation on the surface of solution in the tank.

Want more info? Use coupon on page 109 and you will get it!

### 607—Muffler Catalog

Its 1961 80-page dealer catalog published by The AP Parts Corp., Toledo 1, O., contains scale drawings of all U. S. and foreign passenger-car exhaust systems as well as all car and truck applications, plus complete description of mufflers' quality features and an explanation of the company's 15-minute installation and dealer profit story.

Want more info? Use coupon on page 109 and you will get it!

Recognize these problems caused by looseness? (1) Tire is worn smooth by loose ball-joints which fail to hold wheel in proper alignment. (2) Driver tries to return car from shoulder back



### Prolong tire life with MOOG Adjustable Ball-Joints

Ordinary ball-joints may seem to fit snug under the weight of the car. But when car is in motion this weight is often removed, and even new ball-joints are often wobbly. What to do? Replace 'em with Moog Adjustable Ball-Joints!

Looseness is eliminated with the twist of an Allen wrench. Tires last longer because wheels stay in better alignment at all times... even when car hits bump! Pay for themselves in longer tire life.

### For safer steering: MOOG Ball-Bearing Idler Arm Kits

"Steering Stabilizer" . . . "The Poor Man's Power Steering" . . . by any name here's the answer to thread-on-thread or rubber-loaded steering connections which may work loose or bind. Moog Ball-Bearing Idler

Arm Kit converts steering to smooth, reliable ball-bearing action for safe, positive steering control at all speeds . . . with or without Power Steering. Looseness is eliminated! Immediate improvement in the feel of the wheel.

## 608—Body Mender

"Snoite," a flexible metal mender introduced by Swiss Laboratory, Inc., 1533 Hamilton Ave., Cleveland 14, O., is made with the company's "KO-2" pinhole control additive that reportedly "knocks out pinholes," resulting in a smoother application and a saving in time and money.

Want more info? Use coupon on page 109 and you will get it!

## 609—Brake Safety Device

"Dual Treadle Valve," a safety device for buses and trucks announced by Williams Power Brake Equipment Co., Portland, Ore., is designed to pro-

TECT single-unit vehicles from runaway in case of failure of any part of the air system.

Basically, the device is 2 application valves mounted side by side and fed by 2 separate air storage reservoirs with a check valve mounted on each feed line so if air is lost from one system or axle, the other tank will still provide air for the other axle or axles. A single pedal applies force to both units through a compensating lever actuating the 2 independent air systems so that the vehicle's brake system can be controlled axle by axle, the manufacturer said. An adjustment feature that varies pressure output from side to side reportedly allows operator to balance braking effort or balance

lining wear between any 2 axles. The same feature allows vehicle designers to delete extra parts from braking system, it was claimed. Normal repair can be made without removing valve from the vehicle by removing 2 bolts and changing valve cartridge.

Want more info? Use coupon on page 109 and you will get it!

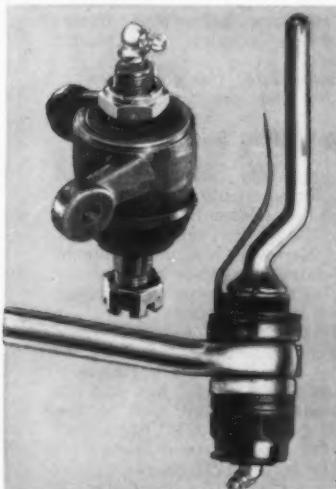
## 610—Safety Cap

Available in 6 popular types for the replacement market, "Roto-Safe" pressure release radiator cap announced by AC Spark Plug Division of General Motors Corp., Flint 2, Mich., reportedly eliminates danger of scalding and burning by releasing pressure before the cap is removed.

The roto valve in the cap safely vents steam through the radiator over-



onto highway, but play in steering causes momentary lag in steering response. When looseness is taken up, car lurches into path of oncoming car. (3) High speed shimmy.



WHY SETTLE FOR A "CRUTCH" when a permanent "cure" is available? Moog parts cost no more than many gadgets which offer only temporary solutions to alignment and steering problems. And Moog's full coverage means that most Moog parts, including those shown here, are available for nearly all cars. So there's no reason to settle for a "crutch." Insist on the "cure" . . . genuine Moog parts, choice of the alignment specialist!



For almost  
every  
popular car

MOOG INDUSTRIES, INC., ST. LOUIS 33, MO.

flow pipe, preventing accumulation of water and rust on radiator and engine parts, it was claimed. A brilliant red, the roto valve is easily turned by finger pressure and stays open, without holding, until all pressure is released. Cap is built to same specifications as the division's standard radiator caps and can be tested with standard radiator cap testers.

Want more info? Use coupon on page 109 and you will get it!

## 611—Exhaust System Catalog

Up-to-date automotive exhaust system data, including listings of all 1961 car makes and models, are contained in a catalog published by Merit Muffler Division, 619 Smith St., Toledo 1, O., which also presents scale drawings and other illustrated information in its 152 pages. An indexed insert contains numerical listings of more than 1,700 muffler and pipe numbers, including popularity rating, weight, application data, car factory part numbers and complete specification data.

Want more info? Use coupon on page 109 and you will get it!

## 612—Tune-up Book

Containing 60 pages of facts, figures and illustrations designed to guide the reader clearly and easily through all engine tune-up operations using modern testing equipment, its "Tune-up Handbook" published by Sun Electric Corp., Harlem and Avondale, Chicago 31, Ill., is available to the automotive service industry, including mechanics, tune-up specialists, service writers, managers and automotive trade school instructors. Based on extensive technical research and study under actual shop operations, the book offers actual step-by-step procedures of all engine and electrical tune-up tests.

Want more info? Use coupon on page 109 and you will get it!

### 613—Power Steering Seal

Installation of a power steering cylinder seal introduced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo., reportedly requires less than 30 minutes and can be completed with only an Allen-type wrench.

Unit stops cylinder fluid leaks without removal of cylinder to drain fluid from system before installation. A flexible inner seal allows side-to-side movement of the actuating rod, it was claimed, yet maintains leak-proof seal even when rod and idler arm bushings are badly worn. Installation of seal employs a new part of the shaft, bypassing possible wear and abrasion areas, according to the manufacturer.

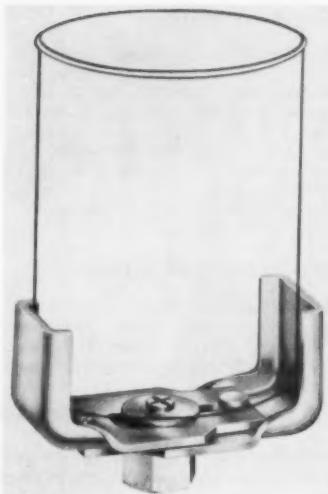
Seals are available for Ford, Mercury and Thunderbird.

Want more info? Use coupon on page 109 and you will get it!

### 614—Filter Removal Tool

Designed for the quick removal of disposable-type oil filters, a self-adjusting, self-locking tool announced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles 54, Calif., grips like a vise on the end of the filter and eliminates difficulties encountered with strap wrenches in approaching from the side or in removing frozen filters.

"No. 2304" fits all domestic cars and many foreign models. It may be used with a 1" socket and extension or any



1" open-end, adjustable or other wrench.

Want more info? Use coupon on page 109 and you will get it!

### 615—Battery Checker

Fully transistorized, a 12-volt battery checker introduced by United Motors Service Division of General Motors, General Motors Building, Detroit 2, Mich., is said to require no adjusting and is small enough to fit in a shirt pocket.

In 5 seconds servicemen can tell customers whether or not their bat-



tery is up to the required voltage. If voltage is correct, a green light goes on. If not, a yellow light appears, indicating that battery requires further checking with a light load tester. Checker comes complete with plastic pocket liner.

Want more info? Use coupon on page 109 and you will get it!

### 616—Ball Joint Sockets

Three specially shaped socket wrenches for servicing ball joints on 1961 Buick and Oldsmobile cars, introduced by Snap-On Tools Corp., 8052 28th Ave., Kenosha, Wis., are made to fit onto a ratchet or other handle having a  $\frac{3}{8}$ " drive to provide leverage required to turn ball joints.

"S-8179" socket has a  $1\frac{9}{16}$ " hex for the front suspension ball joint on 1961 Buick Special and Oldsmobile F-85. "S-9835" has a  $1\frac{7}{8}$ " hex and fits the front-end upper ball joint on the larger 1961 Buicks. "S-9836" has a  $2\frac{1}{8}$ " hex and fits the front-end lower ball joint on the larger 1961 Buicks.

Want more info? Use coupon on page 109 and you will get it!

# CHAMPION

## with EXCLUSIVE OIL MONITOR

Prevents costly "down time" . . . guards your equipment against losses by automatically disconnecting the compressor when the oil level drops below normal operating range.

Champion Air Compressors are available in single and two stage models ranging from  $\frac{1}{4}$  to 20 Hp.

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PNEUMATIC  
MACHINERY CO.

PRINCETON 3, ILLINOIS

# COMPRESSORS



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1944

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**prestolite**

***a respected name  
... a new face...  
a whole new  
future!***

To the respected line of Prestolite batteries the Electric Autolite Company has now added spark plugs, wire, cable, and an extended line of ignition and electrical parts. Every product is backed by the 50 year experience and manufacturing know-how of the Electric Autolite Company, now in a more flexible position than ever to serve you. Watch for important news about your future with Prestolite, the new and growing force in the automotive industry.

***The Electric Autolite  
Company Toledo 1, Ohio***

## 617—Con-Rod Assembly Guide

With the use of the "Phantom" con-rod assembly guide introduced by Chancellor Mfg. Co., 13007 S. Western Ave., Gardena, Calif., bearing inserts reportedly cannot fall out and the rod is automatically guided into proper position.

Made of unbreakable polyethylene, guide is said to save time and labor while minimizing damage and avoiding scoring to crankshaft. It is possible to drive down all pistons at one time with a set of the accessories, it was claimed. From beneath the car, each piston is tapped upward enough to allow "Phantom" to be pulled off. Then caps are locked up with the nuts making the

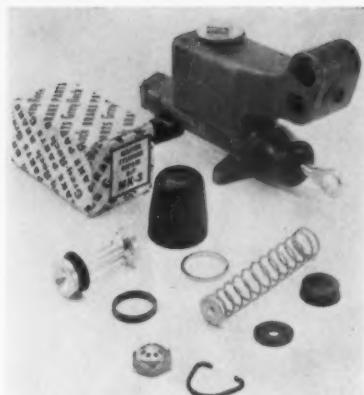
piston assembly a simple task, the manufacturer said. Guide is available in standard  $\frac{3}{8}$ " diameter, and other sizes upon request.

Want more info? Use coupon on page 109 and you will get it!

## 618—Master Cylinder Kits

Designed especially for the replacement market, a complete line of master cylinder assemblies and repair kits introduced by Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., is available for all American-made and most foreign cars.

All cylinder castings are a non-porous, high-density gray iron. Walls of the master cylinders are "bearingized"



to a tolerance of 25 micro-inches, providing a mirror-like finish that reportedly insures smooth, even action of both piston and cups. Kit includes piston with secondary cup, primary cup, fiber installation ring, valve seat, valve, spring, lock wire, gasket and boot. Rubber compounds used for the specially engineered primary and secondary cups comply with the highest S.A.E. specifications, according to the manufacturer. The reinforced lip of the secondary cup has a graduated flare to give positive wiping action and prevent fluid seepage into the master cylinder boot. To protect the flare while compressing the secondary cup during installation, a slip-on fiber ring is packed in each repair kit.

Want more info? Use coupon on page 109 and you will get it!

## 619—Air Conditioner

Measuring 13 $\frac{1}{4}$ " wide, the "Jet Star" air conditioner introduced by Clardy Mfg. Co., 1728 Layton St., Fort Worth, Texas, is said to be powerful enough to cool the largest station wagon yet small enough to compliment the interior of any car, including the compacts.

Case is plastic while face plate and ball and socket louvers are in chrome.



Unit features twin squirrel cage blowers and fingertip adjustment of all controls.

Want more info? Use coupon on page 109 and you will get it!

## 620—Repair Putty

Easily applied from a 5 $\frac{1}{2}$ -oz. tube, "Spot" glaze and primer putty announced by Woodhill Chemical Co., 1390 East 34th St., Cleveland, O., reportedly can be sanded to a feathered edge after drying, leaving a smooth, shrink-resistant finish when surface is repainted.

Product is a rust-preventive primer for filling and leveling pitted and shallow dents which are too deep for paint but too shallow for regular filler.

Want more info? Use coupon on page 109 and you will get it!  
(More New Products on page 122)

# HOFFE

panel of the month

# SCHOFIELD®

# PANEEL

1956 CHEVROLET

This typical Schofield replacement panel (P-755 R & L) often takes the place of an entire quarter section. It is the entire center section of 1956 Chevrolet rear fenders.

Over 600 Schofield autobody panels now available!

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**"Let HOLMES HELP YOU  
-Bring in MORE JOBS  
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**New Operating Efficiency Assures FASTER, EASIER Handling of ROAD CALLS** ►

If you are NOT providing modern "Road Service," then you should take a good look at what CAN be DONE with a New HOLMES WRECKER. The operation of such a wrecker could be your *most valued business asset*. It would enable you to provide the Fastest, Most Efficient Road Service in your Community. The rendering of such service, for those with wrecked or disabled vehicles, would open up a *new source of earnings for you*. Being equipped to handle any of today's emergency "Road Calls" would permit you to serve MORE customers, pick up EXTRA work and EXTRA profits through TOWING FEES, PARTS SALES, BODY WORK, etc. If you are using an old wrecker NOW is the time to find out what a *new HOLMES WRECKER can do for YOU!* Write today for model specifications, prices, etc.



The engineering progress made by the Ernest Holmes Company during its 46 years of experience in Wrecker development assures you of the highest degree of operating efficiency. All HOLMES Double Swinging Boom WRECKERS provide 360° working area with power for lifting or pulling with either or both service lines. Booms may be positioned for anchoring on one side while pulling from the other — without blocking road passage.

HOLMES offers a wide choice of Wrecker Models on EASY, LONG TERMS which enable you to PAY-AS-YOU-EARN. Send TODAY for full details.

**HOLMES**  
*wreckers*



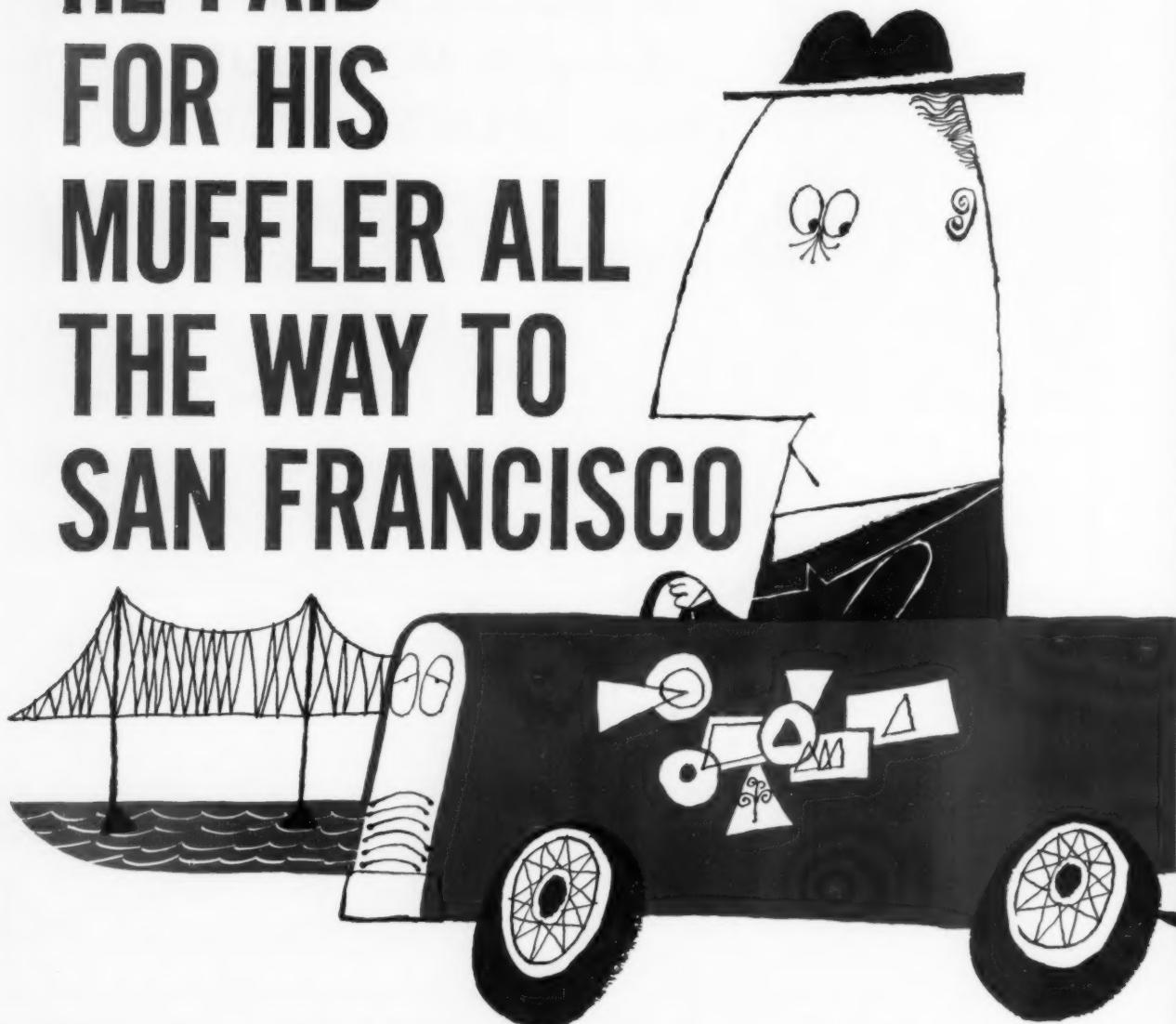
**ERNEST HOLMES COMPANY**

Chattanooga 7,

Tennessee

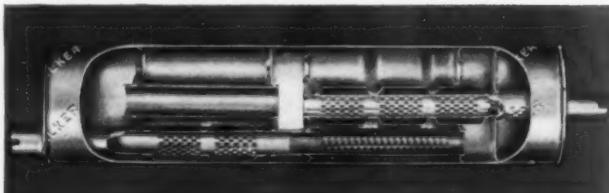
*what do you mean—"Just as good as Walker?"*

# HE PAID FOR HIS MUFFLER ALL THE WAY TO SAN FRANCISCO



#### **WALKER EXCLUSIVE "VOLUME PASSAGE" . . . DESIGNED FOR LOWEST BACK PRESSURE**

In many Walker Silencer designs for late model cars the third tube is eliminated to allow more unrestricted flow of exhaust gas.



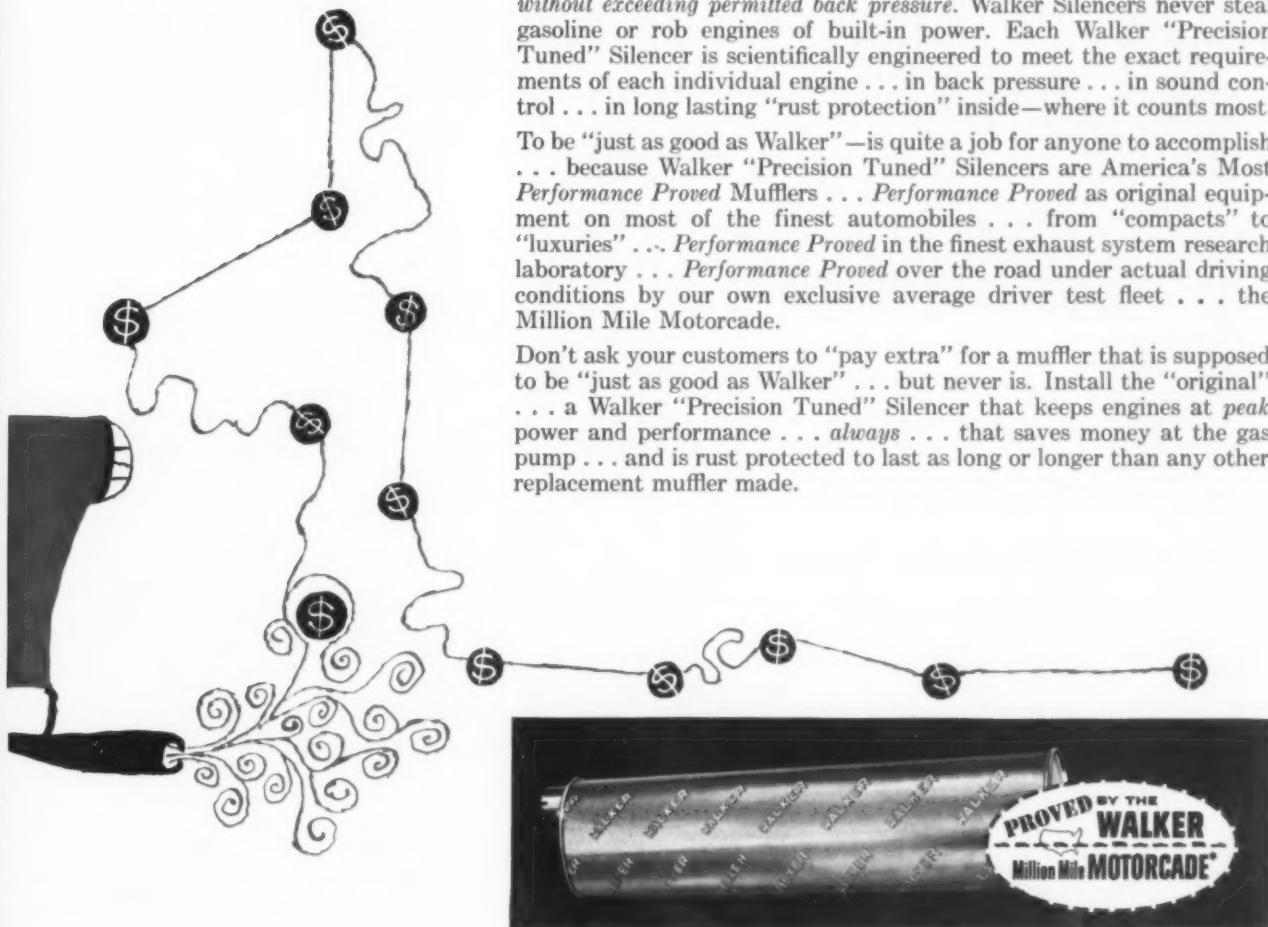
## Walker "precision tuned" silencers let engines breathe . . . restore full built-in power . . . save gas

Take the case of Joe. He thought he bought a muffler that was "just as good as Walker"—but he kept on paying for it at every gas pump—all the way to San Francisco. The installation cost was only a "down payment."

Excessive back pressure is a "pick-pocket." An improperly designed muffler that does not meet the *exact requirements* of the engine on which it is installed can create a "back pressure drag" resulting in a loss of up to 45 horsepower . . . reduced acceleration time as much as 60% . . . sluggish performance . . . increased gas consumption up to one gallon in ten. But not with a "genuine" Walker "Precision Tuned" Silencer. The first principle of all Walker engineering is to *quiet each engine properly without exceeding permitted back pressure*. Walker Silencers never steal gasoline or rob engines of built-in power. Each Walker "Precision Tuned" Silencer is scientifically engineered to meet the exact requirements of each individual engine . . . in back pressure . . . in sound control . . . in long lasting "rust protection" inside—where it counts most.

To be "just as good as Walker"—is quite a job for anyone to accomplish . . . because Walker "Precision Tuned" Silencers are America's Most *Performance Proved* Mufflers . . . *Performance Proved* as original equipment on most of the finest automobiles . . . from "compacts" to "luxuries" . . . *Performance Proved* in the finest exhaust system research laboratory . . . *Performance Proved* over the road under actual driving conditions by our own exclusive average driver test fleet . . . the Million Mile Motorcade.

Don't ask your customers to "pay extra" for a muffler that is supposed to be "just as good as Walker" . . . but never is. Install the "original" . . . a Walker "Precision Tuned" Silencer that keeps engines at *peak* power and performance . . . *always* . . . that saves money at the gas pump . . . and is rust protected to last as long or longer than any other replacement muffler made.



## WALKER "PRECISION TUNED" SILENCERS

America's most **PERFORMANCE PROVED** mufflers  
LAST LONGER . . . RUN QUIETER . . . GIVE ENGINES NEW PERFORMANCE AND GAS ECONOMY

WALKER MARKETING CORPORATION, RACINE, WISCONSIN

## New Products

(Continued from page 118)

### 621—Featheredger

A combination featheredger that will work equally well on acrylics and lacquers announced by Ditzler Color Division, Pittsburgh Plate Glass Co., 8000 W. Chicago Ave., Detroit 4, Mich., is said to eliminate shop problems of sand scratches on the featheredge of either acrylic or lacquer.

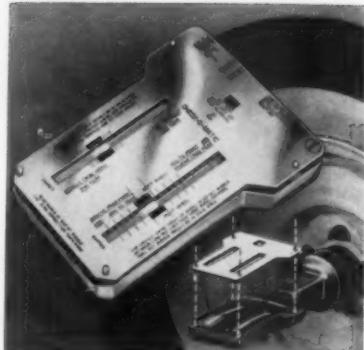
"DX-567" is also an excellent removing solvent on stone-chipped areas on panels where grinding and sanding are

not advisable, it was claimed. It does not remove enamel and thus enables acrylic or lacquer to be washed off without removing the synthetic undercoat used under all original finish acrylic and lacquer automotive finishes. Product is said to be more efficient than other methods of removal, when metal is in good condition, because repriming and sanding are eliminated.

Want more info? Use coupon on page 109 and you will get it!

### 622—Alignment Checker

To simplify checking procedures in wheel alignment, the "Check-O-Matic" system announced by Bear Mfg. Co., 2016 5th Ave., Rock Island, Ill., is a se-



ries of metal card overlays for the company's "No. 27 Magnetic Alignment Gauge" which shows at a glance if the car meets factory specifications and how to make quick adjustments.

Manufacturer's specifications have been transposed on the gauge. If spirit level bubbles fall within a marked area, the car is in alignment, and if the bubbles and marks do not match, ruled lines show how many 1/16" shims are required and where they are placed or removed. The cards come in a handy indexed case which fits inside gauge case.

Want more info? Use coupon on page 109 and you will get it!

### 623—Power Steering Kit

A power steering cylinder seal repair kit for Ford, Mercury, Thunderbird and Edsel passenger cars announced by O.E.M. Products Co., 5296 Northwest Highway, Chicago 30, Ill., is designed to provide a permanent seal for leaking cylinders, even where worn, scored or marred cylinder rods cannot be sealed using conventional original equipment seal kits.

Unit may be installed without removing the cylinder from car and adjustments for "wear" may be made later with setscrew ease, it was claimed. Complete and ready for immediate installation, components are assembled as easily and as quickly as an original seal replacement with no tools or special machining required, according to the company. Kits are designed for Ford, Mercury and T-Bird cars 1957 through 1961 and for Edsel 1959 through 1960. Complete illustrated instructions are included with each individually packaged kit.

Want more info? Use coupon on page 109 and you will get it!

### 624—Moisture Inhibitor

"Motion," an aerosol lubricant and rust-preventive formula announced by Product Research & Development Corp., Blue Bell, Pa., reportedly contains a special moisture-displacing agent which makes motor starting quicker and easier on damp days.

Product will prevent squeaks and free-up heater controls, locks, cable releases, door hinges and seat channels, it was claimed. It seals all surfaces with a complete molecular film that creeps by capillary action into inaccessible places to lubricate and protect parts. "Motion" does not become dry or hard, will not harm paint, rubber or plastic, the manufacturer said.

Want more info? Use coupon on page 109 and you will get it!



## clean-up before tune-up!

Dirt and grime literally float away from automobile engines with a Graco Hydra-Clean washer. Simplifies maintenance . . . ends working with slippery, grimy parts . . . makes the completed job look as good as it works!

Improve service and build new business fast with Graco Hydra-Clean. No special wiring or bulky equipment needed . . . fits on your own containers. And it's great for other cleaning jobs around the station, too!



The Graco "500" Hydra-Spray

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ENGINEERS AND MANUFACTURERS

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SEE PHONE BOOK YELLOW PAGES "LUBRICATING EQUIPMENT"  
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another  
advance in THIN  
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gaskets

# new SHIM-BESTOS

SOLVES  
leakage and seepage  
problem on  
high compression engines  
STOPS  
costly  
comebacks!

Why take chances on conventional cylinder head gaskets when you can have the profit protection of new, specially designed SHIM-BESTOS... Leakage and seepage, frequent causes of comebacks, can be stopped without reducing high power compression! SHIM-BESTOS has double the compressibility of present materials in an exceptionally thin design, plus exceptional fluid resistance to hot oil, anti-freeze and water. Installations are better, high power compression is maintained and you make more profits. Ask your Fel-Pro Jobber for SHIM-BESTOS cylinder head gaskets the next time you order. Be sure to ask him for a copy of the new, free, fact-folder or write direct. Felt Products Mfg. Co., 7450 North McCormick Blvd., Skokie, Illinois. Since 1918.

**FEL-PRO** gaskets

R-938



specially designed  
with your profit  
uppermost in mind!

## 625—Repair Compound

A 2-part system consisting of a metal-filled resin and hardener, "Elmer's All-Purpose Epoxy Metal Compound," introduced by The Borden Chemical Co., 350 Madison Ave., New York 17, N. Y., consists of a can of metal-filled epoxy resin and a can of hardener which mixes to double the amount of the unit size and is said to work equally well in repairing dents in sheet metal, defects in metal castings and patterns, sealing automobile radiators and plumbing fixtures, patching holes in automobile bodies, anchoring bolts and screws and as a covering for countersunk bolt and rivet heads.

Compound is resistant to most acids

and alkalies, it was claimed, is completely waterproof and oilproof and can be machined, filed, sanded, drilled or tapped. Product sets in 2 to 4 hours at room temperatures and cures overnight. Shrinkage reportedly is negligible when compound is used as a filler or sealer. Shelf life is rated as "indefinite."

Want more info? Use coupon on page 109 and you will get it!

## 626—Carburetor Cleaning Kit

Containing everything that's needed for quick on-the-engine carburetor cleaning by the forced-flow method, a service kit announced by Gumout Division, Pennsylvania Refining Co., 2690 Lisbon Road, Cleveland 4, O., includes

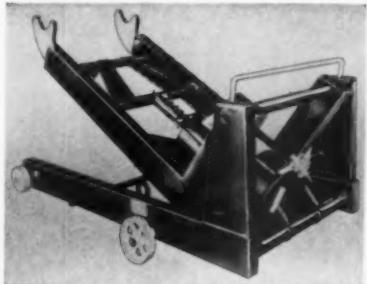
easy to follow step-by-step directions. Carburetor cleaning fluid used with the "Clean-Out Kit" reportedly goes through all the carburetor jets and passages, removing the gum, varnish, carbon and dirt, which are then expelled with the exhaust.

Want more info? Use coupon on page 109 and you will get it!

## 627—Lift

Completely portable, "WATCO Liftmaster 700" announced by Watervliet Tool Co., Inc., 1349 Broadway, Albany 4, N. Y., is an air-operated lift which reportedly raises 7,000 lbs. as high as 52" and will reach as far as 55".

Tool can be used inside or outside anywhere an air hose will reach. A



special adapter enables operator to lift vehicles with extra long overhang or where obstructions prohibit normal lifting.

Want more info? Use coupon on page 109 and you will get it!

## 628—Body Fillers

For body men who prefer to use a liquid hardener, "Black Label" body filler announced by U. S. Chemical & Plastics, Inc., 4944-17th St., S. W., Canton 6, O., is a semi-flexible type of filler and is available in gallons, quarts and half pints with an appropriate supply of liquid hardener.

The company's "Kwik-Magic" is a flexible black filler that is used with a non-toxic cream hardener. It is formulated for applications where cost is an important consideration, the manufacturer said.

Want more info? Use coupon on page 109 and you will get it!

## 629—Fuel Pump Line

A full line of replacement fuel pumps, factory-built and guaranteed, announced by the Carter Carburetor Division of ACF Industries, Inc., 2840 No. Spring Ave., St. Louis 7, Mo., is said to cover virtually all of the 70,000,000 American-made passenger automobiles, trucks and buses on the road today, and is offered under the "Zip-Pump" label.

Want more info? Use coupon on page 109 and you will get it!

## 630—Fender Repair Panel

To repair fender rustout and collision damage on '58 Chevrolets, a large repair panel introduced by Schofield Mfg. Co., 1140 E. 222nd St., Cleveland, O., replaces the lower center and rear sections of all rear fenders for that model year.

Want more info? Use coupon on page 109 and you will get it!

**it's this  
fine finish  
that decides  
the sale**

In today's competitive market, you need something special when you sell or install ignition parts. That "special" is a premium for this "extra" beauty that buyers are willing to pay. Contact Points and Tungsten "This CHROME FINISH on Tungsten Contact Points and Tungsten Condensers looks like a "million" . . . yet doesn't cost a penny more!

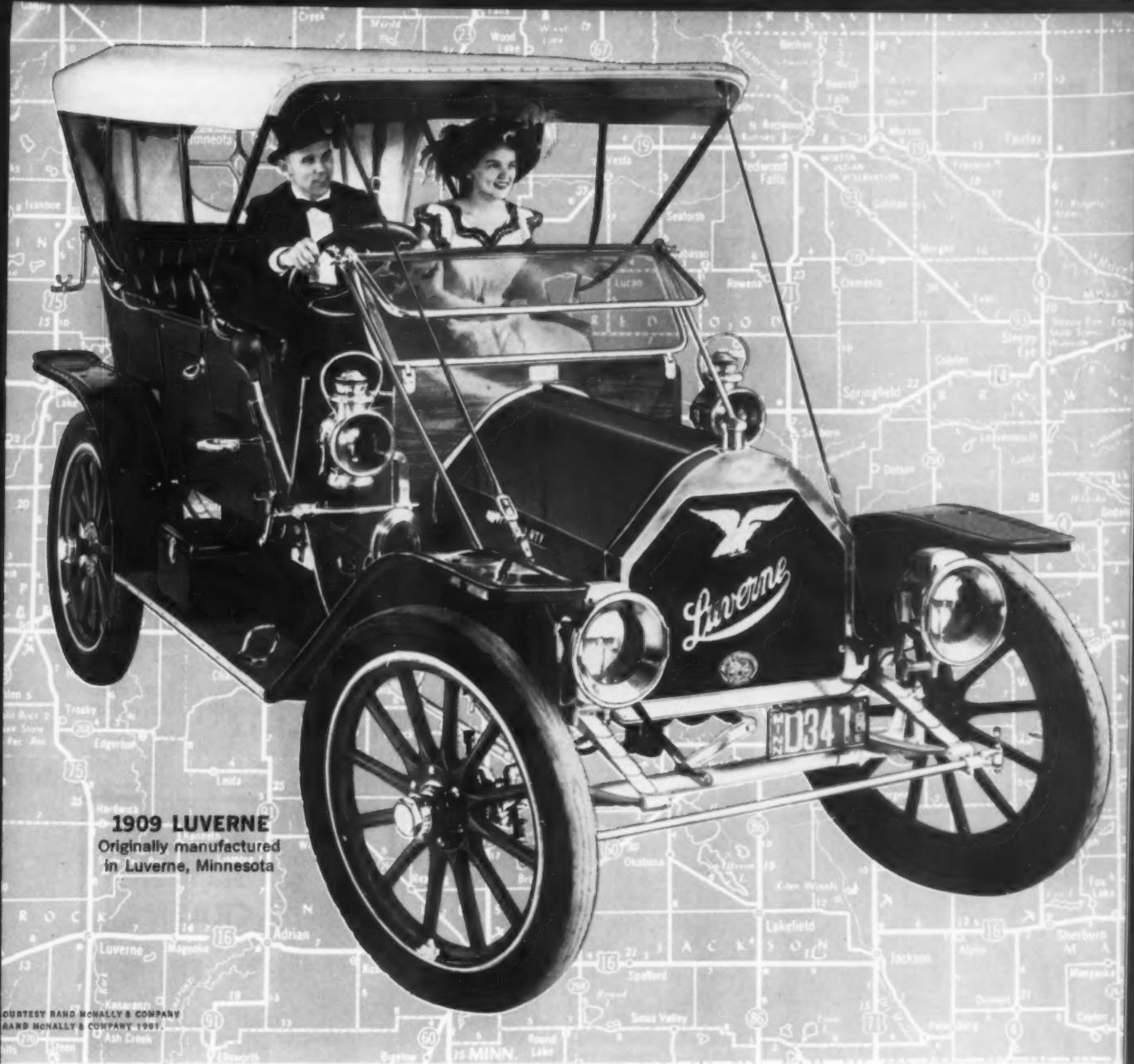
There is a reason for this rustproof CHROME FINISH: It complements the quality, the experienced Tungsten engineering and performance built into every Tungsten Ignition part!

Of course, Tungsten Points and Condensers are never packaged in jewel cases; it's simply our way of getting the point across . . . that Tungsten Ignition Parts are the finest made!

Look for this new parts-protection on the Super Line of individually packaged components and in Tungsten Tune-Up Kits . . . look for the sparkling CHROME FINISH that decides the sale!

**TUNGSTEN**  
Ignition Parts with the "Tiffany" Touch

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CONTACT MANUFACTURING CO., INC.  
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RAND McNALLY & COMPANY 1961.

New car or antique, the fastest way to turn out top-notch two-tone or overall paint jobs is with "SCOTCH" Brand Masking Tape. It goes on easier and sticks at a touch. Excellent adhesive qualities prevent paint from creeping under, give a sharp, clean separation every time. And you can depend on "SCOTCH" Brand Masking Tape to strip off clean and leave no jagged edge or messy adhesive residue. Order a stock now from your 3M supplier for better painting results.

### 3M AUTOMOTIVE PRODUCTS GIVE THE RIGHT START TO A PERFECT FINISH.

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... WHERE RESEARCH IS THE KEY TO TOMORROW



# FOR LESS THAN 1¢

For less than a penny a tire, you can do away with a lot of the hard work and problems of tubeless tire mounting. Use RuGLYDE, the tire lubricant with industry-wide approval. It assures perfect bead seating with no "after-slippage" and protects the air seal areas from damage by tire tools.

**Clear and Clean**—RuGLYDE is ready-to-use (no mixing) on all sizes and types of tires—13", 14", and 15"—also large truck tires!

RuGLYDE is also best for cleaning rubber, leather, and plastic of any color—for lubricating rubber parts and fittings. Keep RuGLYDE and the RuGLYDE Service Kit handy—always!

## RUGLYDE



RG-350

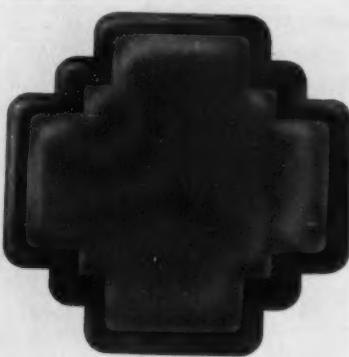
another "STANDARD OF  
THE INDUSTRY" from  
AMERICAN GREASE  
STICK COMPANY  
Muskegon, Michigan



### 631—Boot Patches

"Flexicross" line of boot patches for tire repairs from nail hole to truck size, announced by Ace Rubber Co., P. O. Box 6147, Dallas, Texas, includes sizes from 3 1/5" x 3 1/5" to 8 3/4" x 8 3/4" packaged in dust-proof polyethylene bags, and the large 10 4/5" x 10 4/5" truck size packed 10 to a carton.

The complete line of 6 sizes has varying multiple molded criss-cross plies,



extra high tensile strength and tapered edges to make better repairs.

Want more info? Use coupon on page 109 and you will get it!

### 632—Battery Charger

"A4612" 4-ampere-capacity battery charger announced by Schauer Mfg. Corp., 4500 Alpine Ave., Cincinnati 42, O., is equipped with an accurate horizontal-type numeral dial ammeter that reportedly shows the exact rate of charge entering the battery.

Charger has a selector switch to change from 6-volt to 12-volt operation and it will recharge the average battery overnight, the manufacturer said. Unit is equipped with full-wave selenium rectifiers and an automatic circuit breaker. Housed in a blue finished steel case with silver front panel, charger measures 4 1/4" x 4 3/4" x 6 1/2".

Want more info? Use coupon on page 109 and you will get it!

### 633—Crankcase Vent Kit

Containing all necessary parts for quick and easy installation, a universal crankcase ventilation kit announced by Better Part Specialties, 2601 San Fernando Road, Los Angeles 65, Calif., reportedly fits all cubic inch engines from Austin to Lincoln and Cadillac and is guaranteed for one full year from date of installation.

Heart of the kit is the metering valve, an arrangement of flat spring valving. Adjustment of valve to match the cubic engine is said to be simple, but use of vacuum gauge is required. The "SM500" unit is said to prevent crankcase dilution, stop oil smoke from coming out crankcase vents and increase gas mileage.

Want more info? Use coupon on page 109 and you will get it!

### 634—Ignition Parts Catalog

A 68-page catalog describing its ignition lines, published by Standard Motor

Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y., is fully illustrated and contains separate sections for points, condensers, coils, voltage regulators, switches and many other replacement parts for the automotive electrical system. Bound into the volume is a 16-page car guide which gives company part numbers for all U. S. passenger cars through '61 models.

Want more info? Use coupon on page 109 and you will get it!

### 635—Grease Gun, Light

A high-pressure grease gun with built-in light announced by Product Engineering Co., 4707 S. E. 17th Ave., Portland 2, Ore., is said to make possible a saving in grease and time often wasted on shadowy, hard-to-see lube fittings.

A self-contained battery-powered spotlight operates by the same short-stroke trigger that fires the lubricant. The unit is enclosed in an aluminum die-cast housing, with threaded connections and valve seats made of steel. Over-all weight is under 2 lbs. Because of its self-contained battery and non-sparking metal construction, the gun can be operated safely even when highly inflammable materials are present, the manufacturer said.

Want more info? Use coupon on page 109 and you will get it!

**Want ten bucks? You can get it if you'll do like others did for us on page 133.**

**FLEET**  
Truck Mounted  
CRANES

1/2 and 1 ton  
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Mounts on  
service or  
delivery truck.  
Handles heavy  
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Jobber is a  
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Also 1/2, 3/4,  
1 and 2 ton  
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## THE ANTI-FREEZE THAT GIVES YOU THE EXTRA SELL OF TWO BIG NAMES

The only anti-freeze with MR-8 rust inhibitor. Protects all engine metals

(including aluminum) and water hoses...prevents rust clogging.



Better Things for Better Living...through Chemistry

Get the Extra Power, Performance . . . .

**SIOUX** *AIR OR  
ELECTRIC*

NO. 330

NO. 313

NO. 325

The new H.D. 1" No. 482 Air Impact Wrench, the mighty big one, is intended for the kind of jobs that tear up ordinary 1" wrenches.

SIOUX Air Impact Wrenches deliver up to 15% more torque while consuming 30% less air!

SIOUX Electric Impact Wrenches such as the No. 330 illustrated, deliver the extra measure of efficiency, performance and freedom from trouble you expect from SIOUX.

Use **SIOUX**

..... and Long Life of

# IMPACT WRENCHES!

NO. 482

NO. 322

NO. 270

WHEN IT'S A SIOUX YOU KNOW WHAT IT WILL DO—  
SIOUX tells you the torque your air or electric impact  
wrench will deliver. Don't buy just a wrench. Buy cer-  
tified SIOUX power!

The No. 270 SIOUX Slugger is an all purpose metal  
working tool. It cuts metal, breaks spot welds, splits  
nuts, shears bolts, punches out pins, and scrapes  
metal clean.

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OVERSEAS. FIND YOUR NEAREST U.S. DISTRIBUTOR  
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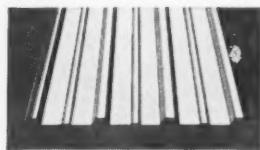
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### SIX BEAUTIFUL COLORS

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Steel Building Division  
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Want more facts? Use Reader Service Card Page 109

## Florida Vehicle Museum To Stage Dedication

ANTIQUE car clubs and owners throughout the nation are being invited to participate in the formal dedication of the "Elliott Museum of Vehicular Evolution" in Stuart, Fla., Nov. 17-18.

A semi-formal banquet at the Port St. Lucie Country Club, plus a five-mile-long parade featuring cars, floats, vehicles and bands, will carry out the theme of the development of wheeled transportation, as will a barbecue on the beach and formal dedication ceremonies.

The \$500,000 museum is the gift of Boston inventor and manufacturer Harmon P. Elliott to the Martin County Historical Society, and is dedicated to Sterling Elliott, designer of the forerunner to the modern automobile chassis. It is the only free, public museum on Florida's East Coast.

The building is divided into three wings and an entrance foyer—each wing with a special museum in its own right. The main hall features the evolution of modern wheeled transportation from a 12th century ox cart to a modern Rolls-Royce. Central exhibit in the main hall is the "Quadricycle," invented by Sterling Elliott and later used by the Stanley brothers as the base for their famous Stanley Steamer.

Other exhibits include the first Cadillac, a 1902 Stanley Steamer, 1904 Hupmobile, Ford Model T fire engine pumper, a horse-drawn steam-chemical fire engine, three-horse Barouche, 12-passenger Tally-Ho, stage coach and other vehicles, including some bicycles and racing sulkies.

### Willys Names Sampietro

A. C. Sampietro, a veteran automotive engineer, has been named chief engineer for Willys Motors, Inc., Dean B. Hammond, vice president in charge of engineering, announced. A native of Rapallo, Italy, and a graduate of Liege University in Belgium, Sampietro dates his experience in the automotive field to 1930 when he became technical assistant to the chief engineer of a British firm. From 1950 to 1954 he was executive staff engineer in charge of new designs and developments at Willys and more recently has been a consultant to Willys and several other firms in this country and Europe, according to the factory's announcement.



General Manager Nichols

### Car As Symbol Changing, Dodge Manager Says

THE American people still regard the automobile as a status symbol, but the status they want symbolized is changing, a top automotive executive says.

Dodge General Manager Byron J. Nichols told a group of leading Dodge dealers that the average car buyer no longer wants to be "the first in his block to have the biggest and the brightest."

"There is little doubt that reliability, economy and maneuverability have become the most coveted values in automobiles—not glitter, gaudiness and weight," Nichols said.

He said the new generation of consumers is displaying "a great deal more plain, good sense when it comes to buying automobiles. They are maturing. They are thinking more seriously and more analytically about cars than ever before."

Nichols said status-seeking now seems to be taking the form of ownership of more than one car—cars which meet each individual's needs and tastes—cars which are rugged and reliable.

"More and more American families are aspiring to own a stable of automobiles—not necessarily new automobiles, but the kind of cars that will provide individual, dependable and functional transportation for every member of the household," he said.

The Dodge executive listed four factors which point to a real trend in that direction:

1.—The growth in the number of families owning more than one car. Multi-car ownership has increased 68% in the last six years, he said.

2.—The continued popularity of the station wagon, which is probably due in large measure to its usefulness for the many do-it-yourself projects of suburban and rural families.

3.—The expanding sales of compact cars. Many of these are being used to augment the standard-size, all-purpose sedan and station wagon, and to provide personal transportation to each member of the American family.

4.—The overwhelming demand by consumers for quality, dependability and durability in the automobiles they buy.

Nichols spoke at a meeting of the 24-member national committee of the Dodge Dealer Advisory Conference. The group, representing the

nation's 2,700 Dodge dealers, met at Detroit to discuss third and fourth quarter marketing, advertising and sales promotion plans with Chrysler Corp. and Dodge Division executives.

Nichols said all dealers need to: (1) give greater attention to customer service; (2) supply more salesmanship to custom-tailor the automobile to the needs and wants of the buyer; (3) put greater emphasis on value—"more emphasis on the comfort, safety, performance, economy and durability of our cars."

**why not stock and sell the COMPLETE LINE of Carburetor Tune-Up Kits?**

There's a PACCO Kit to fit most American cars, standard and compact, and all popular foreign makes.

There are PACCO Kits for air-cooled power mower engines, outboard motors and stationary engines.

**ASK YOUR PACCO SUPPLIER**

**PACCO**

**CARBURETOR TUNE-UP KIT**

**E-120** CARBURETOR  
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**PRECISION AUTOMOTIVE COMPONENTS COMPANY**  
**Manchester, Mo.**



## TIME SAVERS

### Making Good Axle Puller By Using Old Parts

ILLUSTRATION shows how I made a very good axle puller or knocker by using old parts.

Remove bushing from center of

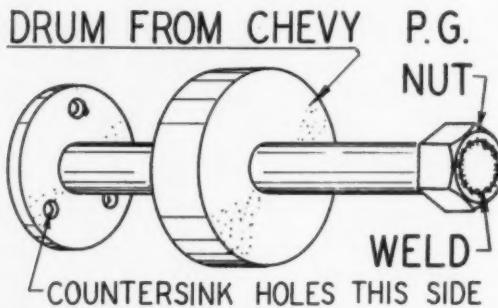
drum if it is needed for fit to axle shaft. With wheel and drum removed, put puller flange on axle flange, using same axle studs and nuts. By pushing the drum on puller all the way in and pulling it out fast and hard, the most difficult jobs

can be pulled or knocked out—  
*O. A. Bryan Auto Service, 2013 Dixie Highway, Louisville 10, Kentucky.*

**FROM \$7 TO \$10**

The American dollar just isn't buying what it used to buy, and seven bucks for a Time Saver yesterday won't get as many groceries for you now as was true those days.

Now, if you can't eat as well, how can we expect you to turn out as many time-saving ideas? We can't, so henceforth you'll harvest ten smackers every time your original, previously unpublished Time Savers are okayed by Technical Editor Lowery.



### POWER STEERING CYLINDER SEALS

For FORD, MERCURY & THUNDERBIRD. No need to remove old seal or drain fluid! Installs in less than 30 minutes using only an allen wrench. Lifetime seal locks in place perfectly, remains leak-free even when rod and idler-arm bushings are badly worn.

**LIST: \$4.00 Kit, packed 6 per box.**



### PROBLEM SOLVER

No. 616

**CROSS-PIN SHOCK ABSORBER MOUNTING & BUSHING** For all cars with cross-pin type mountings, front or rear. Saves good shocks and provides replacement for normally non-replaceable cross-pins! Saves customer up to \$25.00 . . . saves you time and inventory problems . . . install in ten minutes without removing shock from car.

**LIST: \$1.50, packed 6 per box.**

*Order from your jobber!*

**CHAMP-ITEMS, INC.** 6191 Maple Ave. • St. Louis 30, Mo.



## GOT A GOOD IDEA? \$10

will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 1760 Peachtree Road, N.W., Atlanta 9, Ga. Rejections cannot be returned unless postage is sent.

### Removing Oil Filter On Chrysler Engines

THIS trick easily removes stubborn oil filter units on the new Chrysler 30° slant engines:

Using a piece of 1½" web belting approximately 12" long, fold both ends together and run a ¼" bolt through the center of belting about 1" from the ends. Obtain a piece of ½" solid rod 18" long and drill a ¼" hole about 1½" from one end. Square the other end for a wrench. Bolt rod to the belting and with a rotation of the rod, the filter is easily removed.—Archie E. Becker, Lucas Auto Sales, Festus, Missouri.

### Rounding Out Tailpipes With Socket Set

OUR set of heavy-duty sockets is a real time-saving investment for rounding out exhaust pipes distorted during a muffler replacement.

Select the right size socket and drive it inside the pipe as far as possible, then tap the outside of pipe with a hammer. By alternately driving and hammering, pipe's original roundness can soon be restored to make the job go easy.—Ed Mayover, Eddie's Gulf Service, 1601-14th Street, West (U.S. 41), Bradenton, Florida.

### Devising Simple Method To Solder Aluminum

WE USE a simple but most effective method for soldering aluminum.

Chuck a medium-grit grinding wheel in a hand grinder and heat the wheel over the flame of a cigarette lighter or a very low flame on the torch. While the wheel is warm and rotating, hold a bar of 40-60 tin-

lead solder against it until the wheel is loaded with solder bits, then hold the wheel against the aluminum to be soldered. Heat developed by friction melts the solder bits and they "tin" the abraded surface, after which ordinary solder will take and make a strong bond.—Henry Mullen, 3274 Fulton Road, Cleveland, O.

### Chrysler Appoints J. J. DiCicco

APPOINTMENT of J. J. DiCicco to the newly-created post of di-

rector of automotive services for Chrysler Corp.'s automotive sales group has been announced by E. C. Quinn, vice president—sales divisions.

DiCicco will be responsible for directing automotive service development and training, corporate warranty administration and related corporate-wide service activities. He joined Chrysler in May 1957 as director of preproduction planning and analysis. Previously he had been with Ford for 20 years, the announcement said.

# TORQUE WRENCHES



### This Mark\* Guarantees:

1. Guaranteed accurate forever within 2% of maximum scale reading.
2. The only wrench that permits accurate use of adapter & extensions. Patented pivoted handle permits concentrated load position—the only way to obtain accuracy with adapters and extensions.
3. Rugged construction. Can be stored in a tool box with other tools.
4. Easy to use as any socket wrench.
5. Signalling models and direct reading styles to choose from.
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#### Valve and Clutch Spring Tester

Test new as well as used springs. Match sets of valve springs for top engine performance. Check clutch springs to prolong clutch life.

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Torque Specification Book for over 130 makes and more than 1200 models of automobiles, (U.S. and foreign) trucks, tractors, outboards, motorcycles, diesel, aircraft, marine and small air cooled engines. Spark plug, wheel bearing, valve spring data and many helpful torque tips sent free upon request, write Dept. 408



PA **Sturtevant** CO.  
ADDISON, ILLINOIS

## Seat Cover Group Picks Werling for President

**C.** M. WERLING, executive vice president of the Howard Zink Corp., Fremont, O., was elected president of the Automobile Seat Cover Association of America at that body's sixth annual meeting in Chicago last month.

Reelected were Vice President George B. Birt of Chicopee Mills (Lumite Division), New York, and directors D. B. Pitman of E. W. Twitchell Co., Philadelphia, and F.

Gresham Wall of Columbus Fibre Mills Co., Richmond, Va. Executive Director Vernon G. Volland also was reelected secretary-treasurer. The latter headquarters at offices in Chicago.

New officers and directors are Saul Trachtenberg of Banner Mfg. Co., Brooklyn, N. Y., first vice president; William Lang of Lang Mfg. Co., Los Angeles, Calif., vice president, Ernest Flewelling of Imperial Chemical & Plastics Co., Cranston, R. I., and M. M. Gordon of Ero Mfg. Co., Chicago.

## GO for QUALITY! Go **WORLD BESTOS** the Bonded Shoe Sets that give you a better profit and eliminate customer problems!



**WORLD BESTOS PF (Prescribed Friction) Sets**—High density, dry mix, premium quality combination friction sets give longer wear and sure stopping power for any passenger car. New, rugged packaging for bonded shoes and rivet segments.



Why take a chance. WORLD BESTOS quality lining insures greater brake safety and customer satisfaction. You get more repeat business and make a better profit. Order WORLD BESTOS Sets from your local WORLD BESTOS Distributor or write

- World's Finest
- Brake Lining

# WORLD BESTOS

NEW CASTLE  
INDIANA

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## Management Clinics Set For Virginia Dealers

**M**ANAGEMENT clinics designed especially for dealers, sales managers, office managers, parts and service managers are scheduled this month for members of the Automotive Trade Association of Virginia, who are franchised dealers.

Sessions are set for Aug. 15, 16 and 17 at Hotel Roanoke in Roanoke, Hotel William Byrd in Richmond and Golden Triangle Hotel in Norfolk, respectively. They will begin at 10 a.m. and end at 3:30 p.m. each day. Included will be a National Automobile Dealers Association business management primer on getting the right information at the right time to make a profit on the "build-out" and the new models conducted by NADA specialist Harold Draper, Sr., of Saginaw, Mich.

## Borg & Beck Names Krueger and Smirl

**B**ORG & Beck Division of Borg-Warner Corp. has named A. A. Krueger vice president of sales and R. L. Smirl vice president of engineering, Harold Nutt, division president and general manager, announced.

Krueger, who has been associated with Borg & Beck for 40 years, was formerly sales manager and assistant to the general manager. Smirl has been with the division for 25 years, beginning as a project engineer. Most recently he was director of engineering.

## GM Appoints Crandell

Appointment of Bernard W. Crandell to the newly-created post of director of public relations for the Defense Systems Division of General Motors with headquarters in Warren, Mich., has been announced by Harold R. Boyer, GM vice president and general manager of the division. Crandell has been director of public relations for the GMC Truck and Coach Division of General Motors the past eight years.

## Houston Gets Safety Office

The Esso Safety Foundation, newly named the Humble Safety Foundation, is being moved to headquarters of Humble Oil & Refining Co. at Houston. It provides training in safety work.



Harry A. Holzwasser has been elected president of Arrow Armatures Co. of Boston, Mass. He is the son of the late Albert S. Holzwasser, who founded the company in 1929. A second production facility was built in Spartanburg, S. C., in 1951, to which recently two additions have been made which more than doubled that plant's floor space.

#### WANTED BY FBI

The Atlanta, Ga., office of the Federal Bureau of Investigation has issued this "wanted" bulletin:

James Marvin Tuttle (below), also known as "Tut," was charged with unlawfully fleeing in interstate commerce about 7/31/60, from



Orange County, Calif., to Detroit, Mich., to avoid prosecution for the crime of rape. Tuttle's background discloses he has been employed as an auto mechanic and most recently has been the owner of a garage specializing in the repair of automatic transmissions. His former associates and employees consider him to be an excellent mechanic.

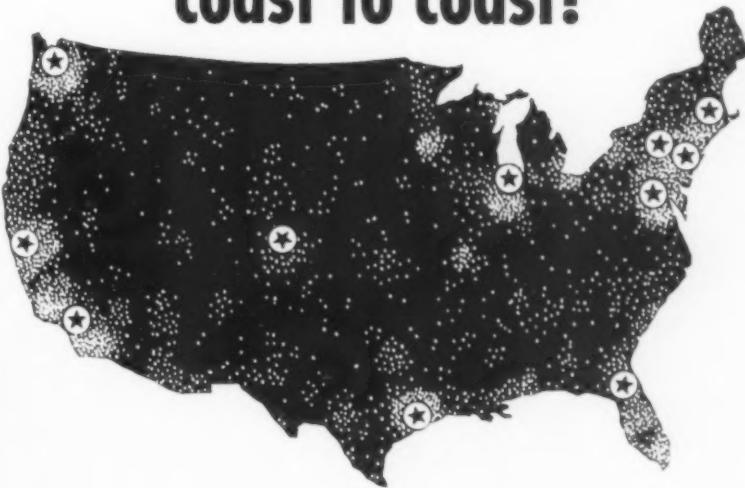
**Description:** age, 37 years; born 8/24/23, Detroit; race, white; sex, male; height, 5'1"-5'2"; weight, 130 lbs.; hair, blond, light brown; eyes, blue; scars and marks, cut scars

each side of nose, one scar base of nose, right cheek; characteristics, walks with limp, polio seizure shortened left leg approximately three inches, may be wearing built-up left shoe.

Anyone having information concerning the present whereabouts of this person please contact your local FBI office.

Tuttle reportedly carries an automatic pistol in his coat pocket or under the front seat of his car and should be considered armed and dangerous.

## LUCAS gives you "on the spot" service, coast to coast!



Every Dot's a LUCAS Dealer or Distributor,  
Every Star's a LUCAS Factory Branch!



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LAMPS • DISTRIBUTORS  
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JACKSONVILLE 5, Fla., 400 S. Edgewood Ave.

SEATTLE 8, Wash., 5516 First Ave. South

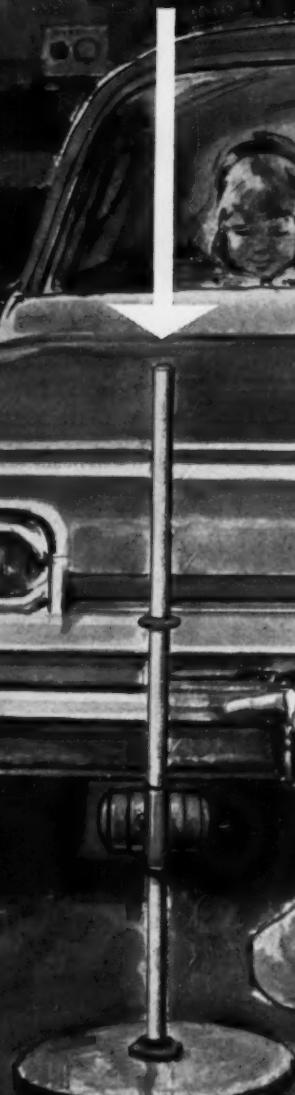
BOSTON, Mass., Southwest Pk.,

Rt. 1 or Rt. 128, Westwood

DENVER 7, Colo., 6001 E. 38th Ave.

BALTIMORE 6, Md., 7114 Commercial Ave.

# NEW “BELL-RINGER” demonstrator FREE!





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STABILIZING UNITS

Terrific merchandising idea that will help you ring up more sales than ever before! With each assortment of the 6 most popular Super Load-Levelers, you get the new Monroe "Bell Ringer." It's a handy car level gage that you put under a rear bumper, like a bumper jack. Set the gage to fit the customer's car. Add weight to the rear seat or trunk. The buzzer sounds . . . and the indicator rod clearly shows your customer that he needs Super Load-Levelers for a safer, more comfortable ride.

Add this new idea to the far-reaching Monroe promotional drive, and you can't miss. Monroe Super Load-Levelers get a tremendous push, month-after-month, in **LIFE**, **THE SATURDAY EVENING POST**, **POPULAR MECHANICS** and **SPORTS ILLUSTRATED**. Every morning Monday through Friday, millions of car owners hear the **WESTBROOK VAN VOORHIS**, "Monroe News" program—and every morning and late afternoon millions more listen to **BILL STERN** on the "Monroe Sports-reel." Both of these popular broadcasters sell Super Load-Levelers on more than 325 stations of the Mutual Network. All this, plus plenty of promotional material—ready to help you tie in directly with the profit-winning national campaign!

**Call your jobber now. Get all the details about this terrific  
MONROE BR-6 ASSORTMENT!**

**BR-6 Assortment—6 Super Load-Levelers**

Your selling price . . . . .	\$131.70
Cost . . . . .	88.50
<b>YOUR PROFIT . . . . .</b>	<b>\$43.20</b>

**FREE**

\$5 Bell Ringer  
\$3 Outdoor Plastic Banner (10')  
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WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS



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## AMMCO SURFACING HONES

STOP RING-JOB COMEBACKS!

**#3800**  
TREMENDOUS  
2" to 7"  
FLEX DRIVE

**#450**  
SELF LUBRICATING  
2 1/16" to 4 1/8"

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SEE YOUR AMMCO JOBBER



Loosens Rusted Bolts  
nuts, screws, "frozen" parts!

**LIQUID WRENCH**  
SUPER-PENETRANT

"The mechanic's friend  
... works in seconds"

**YOUR JOBBER HAS IT!**

RADIATOR SPECIALTY CO.  
CHARLOTTE, N. C.

## RAJAH HAND CRIMPING TOOL



**NOTE—Simplicity of this Tool.  
It cuts and strips the cable. Also  
crimps Rajah Terminals to cable.**

Order from your jobber or direct from us.  
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark 4, N. J.

## Alfred P. Sloan Gets First NADA Award

FIRST RECIPIENT of the National Automobile Dealers Association's "Order of the Golden Wheel" award was Alfred P. Sloan, Jr. (photo), honorary chairman of the General Motors board of directors.

Established last year by the NADA board of directors to honor outstanding individuals in the automotive world, the award was conferred on Sloan by NADA President Thomas F. Abbott, Jr., of Fort Worth, Texas.

Abbott said the award was given "as an expression of NADA's respect and gratitude for his (Sloan's) notable contributions to the growth and progress of the automobile industry, and in recognition of his distinguished career as an industrial statesman, humanitarian and pioneer in numerous

programs involving the public interest."

Sloan has been affiliated with the automotive industry for more than half a century. Shortly after his graduation from the Massachusetts Institute of Technology in 1895, he joined the Hyatt Roller Bearing Co., which ultimately became a division of General Motors. He was elected president of GM in May 1923 and served in that capacity until his election as chairman in 1937. Following his resignation in 1956, he was named honorary chairman.

## Kentucky Will Issue Reflective Plates

AUTOMOBILE license plates coated with reflective material that glows in the headlights of other cars will be issued in Kentucky in 1963.

Governor B. T. Combs announced Kentucky's adoption of reflective plates at the Governor's Traffic Safety Conference in Lexington recently. Among nine other states which have already adopted such measures are Delaware, Louisiana, New Mexico and West Virginia, plus the District of Columbia. Ten additional states issue reflective validation tags to motorists.

A one-year test of this type of plate, completed last year in Polk County, Iowa, indicated they contributed to substantial reductions in night accidents involving parked or stalled cars. The reflective plates enabled drivers to see and avoid these cars after dark.

## Delco Moraine Appoints Rasper

Mark E. Rasper has been appointed to the newly-created position of director of sales and engineering for the Delco Moraine Division of General Motors Corp., General Manager N. L. Gebhart announced. Formerly general sales manager of the division, Rasper began his employment with GM in 1934 at Delco Products Division. He transferred to Delco Moraine in 1958 as sales manager of automotive assemblies, moving up to general sales manager in 1959.



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PRODUCT THAT REDUCES OIL BURNING AND SMOKING!

## WYNN'S AMAZING NEW AUTO-MEDIC®

- Reduces oil burning and exhaust smoking better than any other product on the market. Lasts longer, too!
- Pours easily—even at sub-zero temperatures, unlike other heavy, gummy products.
- Improves compression, pep and power.
- Restores oil pressure.
- Quiets noisy engines.
- Delays overhauls.
- Money-back guarantee for your customers.

## NATIONWIDE TELEVISION & RADIO FOR WYNN'S

We brought you the Sugar Bowl, the National Invitation Basketball Tournament, the Kentucky Derby, the Preakness, the Belmont Stakes, plus heavy concentration on NBC Radio's famed Monitor.

SOON we'll announce a new line-up of TELEVISION SPECTACULARS—and more hard-selling radio spots in your market!

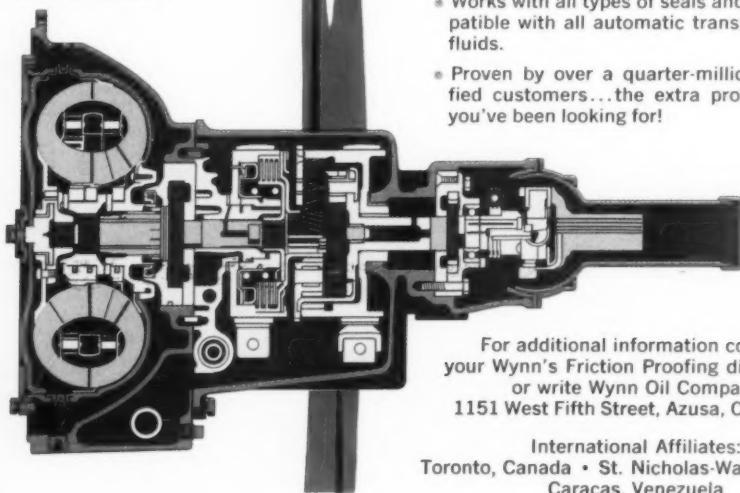
SEE OTHER SIDE FOR EXCITING NEWS ABOUT ANOTHER GREAT MONEY-MAKER FROM WYNN'S!

YOUR  
SILENT  
SALESMAN!



ANOTHER  
**FIRST**  
 FROM  
**WYNN'S**

FROM THE ORIGINATORS OF  
 STOP-LEAK TREATMENT...  
 THE ONLY 1-CAN STOP-LEAK  
 TREATMENT FOR AUTOMATIC  
 TRANSMISSIONS WITH EXCLUSIVE  
 SEAL-STABILIZING ACTION!



**TRANSMISSION STOP-LEAK**

- A single can stops seal leaks in all automatics within 5 days driving time. Smooths rough shifting - speeds sluggish shifting.
- Exclusive stabilizing action revitalizes dry seals, firms softened seals and then stops working when conditions are just right. Other products without Wynn's stabilizing action may keep on working and cause costly damage.
- Contains a red tracer dye which helps locate transmission leaks from sources other than dried, shrunken or overly-soft seals.
- Works with all types of seals and is compatible with all automatic transmission fluids.
- Proven by over a quarter-million satisfied customers...the extra profit item you've been looking for!

For additional information contact  
 your Wynn's Friction Proofing distributor,  
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 1151 West Fifth Street, Azusa, California

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## Atlanta Dealer Gets Rotarian Award

HAL L. Smith, president of John Smith Co., Atlanta, Ga., Chevrolet dealership, has been presented the Armin Maier Award for community service for 1961 by the Rotary Club of Atlanta.

A club member since 1934, Smith is a grandson of the firm's founder,



John Morton Smith, an Irish immigrant.

John Smith Co. reportedly is the seventh oldest company in continuous operation in Atlanta. Called "The Old Reliable" since its founding in 1869, the company began as a buggy manufacturer.

The family business held a Pierce-Arrow franchise in 1906. Later it represented Hupmobile, Chalmers and Buick, and has held the Chevrolet franchise since 1924.

## Sandlapper Garagemen Meet at Greenville

THE annual convention of the Independent Garage Owners of South Carolina at Greenville August 4-5 featured well-known garagemen and other industry men.

It included garagemen W. Athell Yon of Charleston, president; Horace Beach of Columbia, first vice president, and Lewis Allison of Greenville, immediate past president.

Mel Turner, Chicago garageman; Guy M. Tarrant of Columbia, president of the South Carolina Automotive Wholesalers Association, and Rep. Rex L. Carter, speaker pro tem of the South Carolina house, were also on the program.

## Lincoln-Mercury Ups Rochon

Lawrence C. Rochon has been appointed general field manager of Lincoln-Mercury Division's Washington, D. C., district sales office, replacing C. F. Sylvester, who was

promoted to assistant manager in the New York district sales office. Rochon joined Ford in Dearborn in 1948. Later he was transferred to the Washington office, where he held sales and service positions until 1959 when he was recalled to Dearborn as a training coordinator in the marketing training department of the Lincoln-Mercury Division.

## Alabamians Pick April 8-10

The Automobile Dealers Association of Alabama will hold its 1962

convention in Montgomery April 8-10. General convention committee named by President Blaine Brownell includes Carl C. Golson of Carl Golson Motor Co., Ft. Deposit, chairman; W. S. Brewbaker of Brewbaker Motors, Inc., Hugh Caldwell of Caldwell Ford, Inc., H. O. Davis of Davis Motor Co., Inc., Forrest McConnell, Jr., of McConnell Bros. Motor Co., Frank McGough of Capitol Chevrolet, Inc., and J. L. Rouse, Jr., of Rouse Motors, Inc., all of Montgomery. Several hundred dealers are expected to attend.

## CAMEL CHEMBOND TUBELESS TIRE REPAIRS



### HANDY DISPENSING CABINET FILLED WITH CHEMICAL REPAIR ASSORTMENT

Ideal workbench dispensing cabinet filled with complete needs to make "life of the tire" repairs. Conveniently compact, prevents waste and keeps all contents clean and immediately available. Fully stocked: 200 assorted patches, 1/2 pt. CHEMBOND Cement, one buffer-stitcher.



The live rubber flows naturally into the injured area (above), sealing out dirt and moisture to protect the cord fabric. Perma-

gent bond when applied either hot or cold to tubeless tires or tubes. Patch edges are extremely feathered.



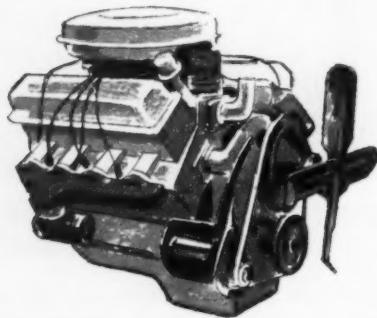
**H.B. EGAN MANUFACTURING COMPANY**  
MUSKOGEE, OKLAHOMA TORONTO, CANADA

# Here are the facts that will help



**"Telar"** is now only \$3.95 a gallon—the most economical long-lasting anti-freeze, anti-rust and summer coolant money can buy. If your customer plans to keep his car for more than one winter, the cost for protection with "Telar" can average out to dollars *less* than the cost of two fills with one-year anti-freezes. And remember . . . with "Telar" your customer buys only the anti-freeze protection he needs—no need to protect to 40° below zero if he doesn't need it.

"Telar" is installed just like you've been installing "Zerex" all these years, quickly and without fuss. "Telar" is not a difficult-to-handle full-fill product—no need to waste space stocking water. "Telar" and tap water in the proper proportions make the best anti-freeze, anti-rust and summer coolant on the market. And the amount of "Telar" your customer needs is *exactly the same* as the amount of "Zerex" you would install.



**"Telar" is recommended for cars with aluminum engines.** Years of research have proven that "Telar" completely protects the aluminum now used in many car engines. Same goes for *all* other metals in the cooling system . . . copper, iron, steel, etc. "Telar" is a modern product for modern cars. You can recommend it with confidence to all of your customers.



**"Telar" is effective as a summer rust inhibitor and coolant, too.** Many anti-rusts on the market today do not protect as well as "Telar" in the summer—when the threat of rust and corrosion is greatest. With "Telar" in the cooling system, there is complete protection from rust and corrosion. And "Telar" has a higher boiling point than water. Many dealers got a jump on the anti-freeze season last year—by recommending and installing "Telar" in July and August, before the first-freeze rush.

## Be ready to go both ways . . . sell ZEREX and TELAR

ZEREX® anti-freeze  
with MR-8 rust inhibitor  
. . . finest permanent type  
anti-freeze.



TELAR® anti-freeze and  
summer coolant protects  
year after year.



# you sell Telar® in 1961

ANTI-FREEZE AND  
SUMMER COOLANT

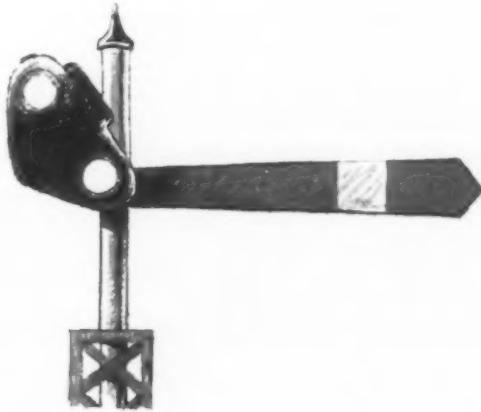


**"Telar" does its work effectively year after year, winter and summer.** The "Telar" you put in now will protect your customer's cooling system for as long as he keeps his car (requiring only occasional make-up). That's because Du Pont spent years of research in developing a rust inhibitor so effective it lasts year in, year out. This long-lasting protection, plus new low price, will make "Telar" appealing to many more of your customers.

**"Telar" is sold through servicing dealers.** Again this year, like last, you'll find "Telar" where it belongs—in service stations, garages and car dealerships. At \$3.95 a gallon, there's a lot of profit in selling "Telar"—and that profit is yours exclusively.



**There's profitable make-up business for you with "Telar".** Under normal driving conditions, a certain amount of loss through leakage and overflow is unavoidable with any anti-freeze. So once in a while, you'll find that your customer's radiator needs some make-up. In the summer you can add plain water; in fall and winter you'll add some "Telar". You build up a steady, repeat business that's fast and profitable.



**Color Check is an added safeguard!** Du Pont has proven that the super rust inhibitor in "Telar" can be expected to outlast your customer's car. To be sure he will have complete anti-rust protection at all times, a Color Check feature was added to assure him the rust inhibitor is continually doing its job. "Telar" is the first anti-freeze with such a safety feature. If "Telar" turns from normal red to yellow (and this rarely happens), the solution should be replaced, because it is no longer fighting rust, even though it may still be giving anti-freeze protection.

## IMPORTANT NOTE TO DEALERS

You'll probably never have a customer whose "Telar" turns yellow. But if you should, you replace it immediately with the amount initially installed. Then return the installation certificate issued to the customer to your anti-freeze distributor. Your stock will immediately be replaced with the exact amount of "Telar" that you installed. □ Complete details for replacement of any "Telar" which has turned yellow, along with original installation certificate for your customer, will be found in the Du Pont 1961 point-of-sale Dealer Kit.

**DU PONT**  
REG. U. S. PAT. OFF.

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... THROUGH CHEMISTRY

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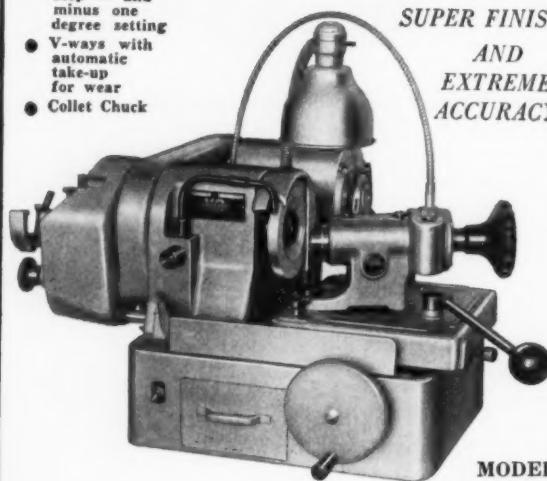
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## Chrysler Again Lowers Seat Belt Price

A FURTHER reduction in the price of seat belts, announced by the MoPar Division of Chrysler Corp., lowers the price to the dealer per belt from \$6.35 to \$5.55.

Effective immediately, the price cut is another step in the company's campaign to promote the use of the belts. Offered in eight colors—gray, black, maroon, green, royal blue, navy blue, red and beige, the belts will also fit the company's 1962 car models to be produced with built-in seat belt anchorages as standard equipment.

S. J. Wall, MoPar sales manager, said more than 30,000 belts have been ordered by dealers since Chrysler Chairman of the Board and President L. L. Colbert announced earlier this year that safety belts would be offered to the company's dealers on a non-profit basis. The company recommended that its dealers make the belts available to owners of all makes of cars on a similar basis.

## North Carolina's First Dealer Succumbs at Age 86

OSMOND BARRINGER, 86, of Charlotte, N. C., who became his state's first automobile dealer in 1900 when two Locomobiles were shipped to him, was found drowned recently in a shallow lily pond behind his home.

Barringer owned the first automobile in the state and reportedly was the first person in the South to open a garage to service automobiles. He built a one-mile race track outside in 1924 where Indianapolis-type cars were raced for three years before the track was closed. The cars were said to have averaged 120 mph and more, with many races drawing from 30,000 to 55,000 persons.

## Chrysler Names Rice For St. Louis Post

L AWRENCE G. Rice has been named manager for the St. Louis region of the Chrysler-Plymouth field sales organization, according to General Sales Manager E. M. Braden.

The St. Louis office is responsible for dealer sales of Valiant, Plymouth, Chrysler, Imperial and Simca automobiles in eastern Missouri, southern Illinois, western Indiana and western Kentucky. Rice, who has been with Chrysler Corp. for eight years, was formerly assistant manager of dealer operations for the Chrysler-Plymouth sales organization, with offices in Detroit.

## Rocky Mount Elects Bullock

D. O. Bullock of Bel Air Chevrolet Co. is the new president of the Rocky Mount (N. C.) Automobile Dealers Association. Other officers are Ed Bandy of Ray Bandy's, vice president, and O. B. Smith, Jr., of A-C Motors, Inc., who is secretary-treasurer.

## Truck Council President Dies

C. S. Decker of New York City, president of the Private Truck Council of America, Inc., died recently. He had been general traffic manager of The Borden Co. since 1944. H. H. Lincoln of Standard Brands, Inc., New York City, was elected to fill Decker's unexpired term.

## Car and Lamp Makers Unite In Safety Signal Quest

U. S. AUTOMOBILE and lamp manufacturers are joining in the development of an automotive safety signal system that increases daytime visibility of vehicle signal lights without making them too bright at night, according to the Automobile Manufacturers Association.

Key to the system is a "dual intensity" feature applied to rear turn and stop signals, AMA said. Daylight brightness of signals in system is two to four times higher than those in present use. When headlights are turned on, however, rear signal brightness is lowered to prevent uncomfortable glare for following drivers. Front turn signal intensity is not lowered at night, since these lights must be seen against the brightness of headlights of the cars.

Visibility of vehicle signal lights, AMA explained, varies greatly between the extremes of bright sunlight and full darkness. A vehicle stop light, for example, might be inconspicuous at a distance in bright sunlight but still be uncomfortably glaring at close range in darkness. The system offers a practical solution to the problem, AMA said.

The dual intensity principle also will be applied to the turn signal indicator lights that tell the driver a turn signal is operating. They will be as much as ten times brighter in the daytime.

Experience has shown drivers are most apt to leave turn signals on unintentionally in the daylight because the indicators are not noticed, AMA said. The ideal intensity for daytime, however, would prove annoyingly bright at night.

Also under consideration are amber lenses for front turn signals, replacing the white light traditionally used. Tests reportedly have shown amber is seen more readily against glaring sunlight reflections as well as providing greater contrast against headlamps at night.

The familiar red spot of light in the instrument panel warning that upper beam headlamps are on and must be dimmed for oncoming and overtaken traffic may be replaced by blue, the association announced. Tests have shown that blue light is seen more readily in the driver's peripheral range of vision and therefore is more noticeable even when his main attention is on the road ahead.

Prototype units of the new system and other experimental developments were demonstrated in Detroit recently for members of the American Association of Motor Vehicle Administrators.

Thomas R. Kilgour, chairman of the AMA vehicle lighting committee, said that all new automotive lighting developments for the past 25 years have been worked out in cooperation with the motor vehicle administrators of the states.

U. S. motor vehicle manufacturers, he said, are expected to adopt the dual intensity system as soon as development work and production plans can be completed, but that no introduction date has been set. Adoption of the system, he said, will require extensive revision of all components and circuits of present signaling systems. Work on necessary new "hardware" is underway.

### Crump Opens Orlando Branch

The B. T. Crump Co., Inc., of Richmond, Va., has opened a distribution branch at 625 West Central Ave., Orlando, Fla., its third such operation. Neil Lyle, a native of Richmond now living in Orlando, is district sales manager for the Florida area.

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## SOUTHERN JOBBERS and FACTORY MEN

# Branch in Shopping Center Pays

**O**PINION is widespread that a retail shopping center is no place for a wholesale automobile parts business. As this thinking goes, housewives are principal users of shopping centers, and they do not buy parts.

Also, the mechanic and home tinkerer have little interest in food markets.

Moreover, cost of selling space is prohibitive.

James B. Bagwell, Jr., of Bagwell-Elliott Co., Inc., set out a year and a half ago at Charleston, S.C., to test this theory. He now has an answer that he believes might be helpful to other dealers with location problems.

"Our shopping center branch in its first year has been more than satisfactory," he said. "It has done better than we had hoped."

Bagwell acknowledged that he had not been too enthusiastic about the idea at first. He thought enough of its potential, however, to regard it as a challenge and an experiment. He agreed also that a success in

Charleston is not necessarily a success elsewhere. Local circumstances and conditions are still a major consideration, along with operation costs, qualified personnel and customer satisfaction.

But if these requirements can be met, he said, a shopping center location offers several built-in advantages.

Biggest advantages are convenience to customers in spreading urban fringe and suburban areas, and ample parking facilities. These indeed are magnets to draw demands for purchases that would be ignored if they entailed more inconvenience to acquire.

For example, the user needing a tool or a dab of paint immediately could easily do without it if it required much effort to obtain. A shopping center location also generates a considerable drop-in trade, particularly in paint supplies that other locations do not enjoy. There

is the fact, too, that satisfactory sales multiply themselves.

Bagwell explained that, like most other Southern cities, Charleston has been expanding outward at a rapid rate during the last decade, and more and more customers were getting farther from their source of automotive supplies. Potential new customers were increasing proportionately.

"Those facts alone," he said, "made us sensibly receptive to a good ten-year-lease offer in a new shopping center in Charleston Heights, seven miles from our downtown outlet. Ten years seemed like a long time, but we figured that even storage facilities there would be worth something. We thought we also could absorb some of the cost by shortening our deliveries to that area. We accepted the remainder of the risk, and went to the suburbs."

Bagwell-Elliott opened its 22'-by-125' branch as a modest two-man operation—a manager-clerk and a helper-deliveryman. The setup lasted for less than two months. An assistant manager and a salesman were added. These four now have as much business as they can efficiently handle, and further additions are contemplated.

It is a very happy situation, but Bagwell feels that total credit should not go to the fortunate location. It has to be divided generously with Charles R. Saxon, manager, and a long time Bagwell-Elliott employee.

"That boy has done wonders," said Bagwell, immediate past president of the South Carolina Automotive Wholesalers Association and a past president of the Virginias-Carolinas Automotive Wholesalers Association. "The opportunity was there, of course, but even so it might not have paid off without Charlie Saxon."

The first thing Saxon did was to

The Bagwell-Elliott branch—second store from right—has eight neighbors in this shopping center in suburban Charleston. They are a florist, a television repair shop, a stamp redemption center, drug, food, shoe, fabric and liquor store. Started with two employees, the branch now is manned by four.





**Left:** Assistant Manager Bill Hart hastens delivery of a paint product to a waiting customer. Forty to 50 spot deliveries are made daily. **Right:** Branch Manager Charles R. Saxon features paint supplies in his suburban location and has earned the credit for developing new business in a new territory.



Charles W. Glass and Associates, manufacturers' representatives of Decatur, Ga., have appointed J. L. Taylor (shown here) district manager in Tennessee and R. E. Sprow to a similar position in Florida. Taylor, who was formerly field service manager for Arc Equipment Corp., will head-quarter in Memphis.

find what lines had the greatest demand in his territory, then push them. Body shop supplies, paints and paint accessories were his fastest movers, followed by TBA items. Parts sales at first were almost nil.

He made a specialty of paints, installed a mixer, and was on his way. Addition of a salesman tended to level out the difference between lines and to move up parts and tools.

Saxon also quickly adjusted to longer shopping center hours. He did not follow night openings of some of his neighbors, but found that an all-day Saturday business brought more than half his entire retail volume and over-counter sales—something no one had considered before. During the remainder of the week the staff is busy with a steady flow of telephoned and salesman's orders.

The salesman goes out in the morning and brings in orders at noon for afternoon delivery. He goes out in the afternoon for orders to be delivered early the following morning. Meantime, all phone orders are handled on a spot delivery basis.

"We make between 40 and 50 deliveries a day, mostly spot without any runs," Saxon said, "but they are in a concentrated area and take little time. We couldn't do it in a larger centralized store with more ground to cover."

Naturally, some of the branch business comes off the company's total, or would be handled by the company without the branch, but it is an almost negligible amount. The branch now accounts for around 20% of the downtown local volume,

and 75% of it is new and additional volume. There has been no direct comparison of unit operating cost, but it is favorable enough to be profitable. Its principal business comes from personnel of several nearby military installations, small garages, body shops, service stations and fleet accounts.

One of the nicest things about the branch, said Bagwell, is its smooth operation with a minimum of supervision and administration from the main store, which also, incidentally, is moving ahead with solid satisfaction. The firm was founded by Bagwell and J. Walter Elliott 15 years ago when they developed a business partnership from a friendship in military service. They now have an established prominence in community civic leadership, a business with 22 employees covering a 100-mile radius from the city with four salesmen, and, of course, the growing shopping center branch.

#### AEA Picks Dec. 7-14

The Automotive Electric Association will hold its 44th annual meeting and manufacturers-distributors conference at the Edgewater Beach Hotel in Chicago Dec. 7-14, according to Executive Secretary J. Howard Reed.

#### Lubbock Texan Hires Reid

Raymond H. "Pete" Reid, formerly associated with The Electric Autolite Co., is the new sales manager for Ferguson Auto Supply Co., Lubbock, Texas, President Fred D. Pinkston announced.

#### Permatex Appoints Two In the Southeast

PERMATEX Co., Inc., has appointed Robert L. Carter regional manager for automotive sales in the Carolinas and northeastern Georgia and Joseph D. McNulty regional manager in a territory which includes part of Maryland and West Virginia.

Both will work directly under Everett Gilmour, eastern divisional sales manager. Carter, a native of South Carolina who now lives in Charlotte, N. C., was formerly employed by the Simoniz Co. Prior to joining Permatex, McNulty was engaged in automotive oil sales with such firms as Sinclair Refining Co. and Oil Products Co.

#### Owatonna Appoints Hawkinson

Appointment of D. B. Hawkinson as district manager in eastern Kansas and western Missouri for the tools and equipment division of Owatonna Tool Co., Owatonna, Minn., has been announced by S. L. Richmond, sales manager. Born in Randolph, Kan., Hawkinson has had 15 years' experience in automotive and industrial sales.

#### Matz Corp. Names Gailzaid

Mel S. Gailzaid has been appointed sales manager of the Motor Aid-R Division of Matz Corp., Springfield, Mass., President Alexander Matz announced. Gailzaid will establish a nationwide network of sales representatives and sales agencies.

## Station Operator Tells—

# What's Wrong with Jobbers

By BRUCE H. WEST

President

Alabama Service Station Association

ONE thing, your salesmen, bless 'em, come in and talk us into buying more quantity.

They sell us on a deal of becoming a stocking dealer of some of your lines. Well, there is nothing wrong with this. We would rather sell a fill-up customer than have five \$1 customers. With the quantity deal we don't have to work so hard and you don't have to make so many hot shot deliveries.

We buy a nice display cabinet to merchandise your product and it also makes it easier for your order takers to spot what we have sold. They gladly write up what we have sold and brag to us on what a good job we are doing with their merchandise.

There is nothing wrong with their bragging on us and we appreciate a pat on the back. Our customers very seldom give us a good word; they hold it all back until something goes wrong and then we get the pat on the back in the wrong place.

Well, back to the stocking dealer merchandise deal that we have invested our hard-earned money in.

One day we notice that the merchandising rack is looking shabby and dusty. We tell our men to clean it up the first chance they get. The next day we notice that it is still looking about the same way and we remind the men to clean it today for sure. You notice their funny look and stop. They say that they did clean up that display yesterday.

We let the incident pass and later, after they get busy, we saunter up to this merchandising rack to get a good look at it. We find that it has been dusted—both the rack and the merchandiser—but the boxes are getting old. Color-faded, frayed corners on the boxes, etc.

We get out the catalog to see what cars some of this merchandise will fit. We find that it will fit a 1941 Chevrolet quite well!

The salesman should check and pick up obsolete parts regularly and not let the cabinet get stocked with obsolete parts.

You can imagine what our reac-

tions are with the next salesman when he comes talking stocking dealer deal.

Another problem that is plaguing the service station dealers, garage owners, mechanics and other people related to the automotive industry is how to find the correct nomenclature of these late-model automobiles.

With three to five body styles—six different motors—and four different types of transmissions in one year model, how we do as well as we do when ordering parts is a mystery to me.

We can remember when there was one motor and simply a standard and a de luxe body style. We know we are getting older, but now we have to find the nameplate of some of these cars to be sure which fool company hid its name on the front of them.

Why can't we order parts from the serial number on the blame things? We understand that most companies put the serial number on the front of the left front door jamb. We understand further that most of these first numbers are a code as to what equipment is on the car—body style, year model, type motor, type transmission, assembly plant, etc.

At the present, for us to order parts there is quite a ritual to go through. First, we have to decide the year model. This usually requires walking to the front or rear of the vehicle to attempt to find a distinguishing feature. Then we usually have to look on the side to check the body style and then under the hood to identify the type motor.

After this ritual we go to the



Excerpts from an address prepared for delivery before the recent annual convention of the Automotive Wholesalers Association of Alabama. Bruce H. West entered the service station business at Tuscaloosa in 1948 and that three-man operation has grown to seven men today as he launched deeper into repairing and servicing cars. He attended the University of Alabama's School of Business Administration for two years in his native Tuscaloosa. "I have always been interested in selling profitable items in my business and I have found that the repairing of automobiles has been a profitable and business-building business," he told SAJ.

Officials of Hastings Mfg. Co., Hastings, Mich., are shown with 11 new salesmen who recently completed a ten-day sales indoctrination course (l. to r.): first row, Byron Fletcher, vice president in charge of sales; Stephen Johnson, president; Richard Duval, assistant sales manager; second row, Earl Herndon, Richard Bonner, Merle Grimmer, Carl Birkhead, Robert Hendricks; third row, Terry Sobolik, Clifford Brethour, Earl Bjork, Walter Soileau, Robert Allen and Lowell Pruetz.



catalog, remembering, say, 1956 Plymouth Savoy 248hp. We get the catalog open to the right sheet and then the telephone rings. Later we go back to the catalog to find the part.

The catalog wants to know whether it is automatic drive or straight shift. We go back to the car to check this point. Then we go back to the catalog, remembering 1956 model Plymouth Savoy 248hp automatic shift, and begin making hay at last.

Whoa! It says first series takes an FL 26011, second series takes an FL 26035. By this time we don't give a hoot whether we sell the blame part or not.

Maybe (we tell ourselves), we have gone about this the wrong way. We should have called the parts house rather than tried to save them this work. So now we pick up the phone and proceed to call the parts house.

We get Joe on the phone and go through this routine:

"Joe, I need a what-cha-may-call-it to fit a 1956 Plymouth Savoy 248hp automatic transmission" and wait for the results.

Now wouldn't it be a lot easier to go to the left front door of the car, simply open the door, copy down 4C603817 Buick and then go to the catalog, or when we call Joe to just say we need a what-cha-may-call-it for a Buick 4C603817?

Another thing that we believe will help your industry and mine is this business of selling to the public at wholesale prices. We will say that we service station dealers do not like it because we feel that it takes away some of our profits.

We will say that we have friends just like all of you have and we sometimes give them breaks—just as you do.

If a customer comes in that does his own work and is just buying a set of points, he is not buying wholesale in the true sense of the word. Why not revamp your catalog prices to read one set of points, no discount; two to six sets, regular discount; stocking dealers, still additional discounts?

By this system you might encourage more of us service station dealers to become stocking dealers of more of your merchandise, thereby reducing some of your hot shot deliveries.

**Chambers Automotive Supply, Inc.**, Princeton, W. Va., has recently added Columbus shock absorbers to its lines, according to owner L. W. Chambers.

## You Are a Rare Bird Indeed If You've No Collection Woes

**I**f you have no collection problems, you should have your picture made for posterity. You shouldn't tell your competitors about your good fortune as they'll probably call you a liar—at least at your back.

That's an easy summation of the fabric woven by answers to a questionnaire sent to 350 jobbers over the South and Southwest last month. For example:

**A West Virginian**—"Our biggest problem, as everyone else's, is collecting. Our sales have increased this year to date over last year. We have gone on a strictly 30-60 day billing. After 60 days, accounts are placed on C.O.D. and we find this method very effective."

**A north Alabamian**—"Collections are bad. We need a more stern method or laws to make people pay accounts." (His sales the first six months of this year were eight per cent above the same period of last year.)

**A Virginian**—"Business seems to be holding its own. Collections are a little weak, however." (His sales were up six per cent comparatively.)

**A Gulf Coast Mississippian**—"Collections are our big problem. They are now averaging approximately 60 days slow. A year ago they were approximately 30 days." (His sales were down five per cent for the first six months of '61 from the same '60 period.)

Sixty-five per cent of the respondents listed a sales upturn, five per cent reported the same volume and 30% said their business was down, usually a small difference.

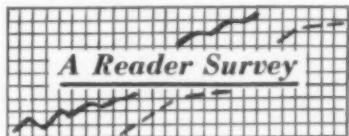
One North Carolinian said his volume was up 29%, which was far above most of those reporting higher sales. In general there was an air of expecting bigger things for the last half of this year. This was true with a Tennessean who reported that while his business had been down 15% this year, "The weather, I feel, is in a large part responsible for this drop. I feel that the last six months should show enough increase to make the entire year show a small gain."

A manager of a coastal North Carolina firm said sales were up ten per cent "and all indications point to a good year."

A small-town Arkansan reported sales 15% higher, while one well-

known company based in the Southwest, with many outlets, chalked up a one per cent rise.

A small-town Texan's sales dropped by a third, while one long-time Houston company's volume climbed 1.9%—"not enough for



comment," as the president stated it.

One Panhandle Texan's business was off 22% and evoked the president's observation: "Nuts!"

A decline of ten per cent by a Kentucky house was attributed to "the economy of our country," chiefly.

An upstate South Carolinian said that June was his best June in four years, although his volume was slightly off for the year.

A decline of five per cent for a San Antonio company should be offset by conditions the remainder of this year in view of the current "picking up," said the president.

A Floridian complained of "prices on spark plugs" and expressed the belief "the fair trade laws should be enforced."

Having an executive background with a parts manufacturer doesn't seem to help in maintaining sales, as one Floridian (similar to many other ex-factory men who have become jobbers there) reported his volume down nearly 20%.

An Alabamian said his sales were up 15% and added:

"We are having to 'dig' more for the business and we have more items to sell. We must do more business to cover increased cost in doing business."

One New Orleans firm's sales were up five per cent—and profits were down.

A small-town Texan has experienced a sales rise of ten per cent, but he blasted "too many bonus deals and free goods to sell with merchandise."

An Oklahoman whose sales were up one per cent reported:

"We have broken our long-maintained ethical-jobber code. We sell anybody wholesale to stay in business."

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service  
need



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2 ton  
4 ton  
10 ton  
20 ton

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A three-day training clinic for ten new field representatives was held recently at the home office of Moog Industries, Inc., St. Louis, Mo., under the direction of Claude L. Suttles (1), vice president, sales, and Joseph Giebe (2), assistant sales manager. President H. C. Moog (4) presented company plans for future growth. Executive Vice President J. B. Bushyhead (3) said addition of the representatives was "due to rapid sales expansion in product lines requiring more sales support at the service and jobber levels."

**Genuine Parts, Atlanta, Buys Syracuse Firms**

**G**ENUINE Parts Co., Atlanta, Ga., has added two Syracuse, N. Y., firms to its nation-wide operations, President Wilton D. Looney announced. The price was not disclosed.

They are the NAPA Syracuse Warehouse, Inc., and Unit Parts Syracuse Corp. He estimated annual sales volume of both at \$2,000,000. Genuine's sales volume last year totaled \$76,100,000.

"We intend to do our utmost to improve the service for our customers of the Syracuse operations," Looney said.

**Wilcoxson Joins Dallas Firm**

A. K. Wilcoxson, formerly vice president and general manager for E. S. Cowie, has joined The Motor Mart of Dallas, Texas, on the management level, according to President Bernard Egan.

**Gross Marketing Ups Solheim**

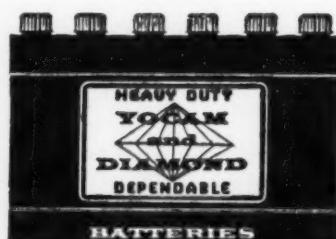
Gross Marketing Corp. has appointed I. "Scoop" Solheim general sales manager, succeeding H. D. "Wex" Wexelberg, who retired June 30. Simultaneously, the company announced appointment of Don Graff as field sales manager to operate primarily in the eastern United States from Arlington, Va.

**Eaton Promotes Clark**

Edgar W. Clark, formerly director of marketing research for Eaton Mfg. Co., has been promoted to the newly-created position of marketing services, Vice President E. M. de Windt announced. Clark will supervise and coordinate all marketing activities in advertising, sales and product promotions, as well as marketing research.

**Cross-Allen Co.** of Austin, Texas, has opened a machine shop in its Del Rio store.

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**WE OUTSELL... BECAUSE****WE OUT SERVE**

DIESEL  
MARINE  
INDUSTRIAL  
AIRCRAFT  
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COMMERCIAL  
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**YOCAM BATTERIES, INC.**

TAMPA - MIAMI - JACKSONVILLE  
PENSACOLA - ORLANDO, FLA.  
MOBILE, ALA. - COLUMBUS, GA.  
COLUMBIA, S. C.



D. R. "Mac" McCleary, editor of the *Parts Pups* of Genuine Parts Co., has been chosen "Civitan of the Year" by the Atlanta, Ga., Civitan Club for his outstanding editorials and program coverage in the club's publication, *Civigraphs*. He's a vice president and the advertising manager of Genuine Parts, a fact not generally known to the many avid readers of the renowned *Pups*.

\*

### AC Appoints Two In Merchandising

R. D. "DON" McGovern has been named oil filter merchandising manager for AC Spark Plug Division, while Milton N. Weatherhead, Jr., takes over as merchandising manager for Guide lamps, pressure caps and hydraulic valve lifters, General Sales Manager Edgar H. Francois announced to the industry last month.

McGovern joined the division as a dealer merchandiser in Atlanta, Ga., in 1956. He was promoted to territory manager in Tampa, Fla., in 1959 and transferred to Flint, Mich., headquarters last year in the position now held by Weatherhead. The latter has been with AC since 1957 when he started as a dealer merchandiser in the city of Washington, D. C.

### Houston Company Added To AWDA Membership

ALLIED Distributing Co. of Houston, Texas, was among eight members admitted to the Automotive Warehouse Distributors Association at that body's board of governors meeting in Kansas City last month.

New manufacturer affiliate member is The Electric Storage Battery Co., Automotive Division, Cleveland, O.

### Top Booster Officials Meet at Jacksonville

FOR the first time in recent years, the executive council of Automotive Booster Clubs International will meet in Jacksonville, Fla., August 25-27.

The mid-year meeting will bring officers and council members from as far away as Seattle, Toronto, New York City, Chicago and Denver. A joint dinner meeting of jobbers and Boosters, wives included, will be held Friday night, August 25, at the Mayflower Hotel, with Jacksonville's B-36 Club as host. An informal program is planned.

International president is M. I. "Mose" Hudson of Jacksonville. Other Officers are V. C. Condon, Jr., of Seattle, Wash., first vice president; T. H. "Tommy" Everett of Dallas, Texas, second vice president; W. W. Cramer of Elmhurst, Ill., secretary, and James F. Boyle of Detroit, treasurer.

Joe Del Greco of Cincinnati, immediate past president, is a member of the executive council, as are Edward C. Abdelnour of New Rochelle, N. Y., and William L. Knoyer of Denver.

### Bishman Appoints Culp; Names Georgia Firm

W. R. "ROY" Culp of Memphis, Tenn., has been appointed Southern district sales manager for Bishman Mfg. Co., General Sales Manager D. T. Lyons announced.

Charles W. Glass & Associates, 105 East Court Square, Decatur, Ga., has been named representative in Georgia for the company's complete line of tire service equipment and other products.

### Carolina Company Opens Charlotte Branch

MORE than 200 Carolina automotive parts jobbers attended the recent grand opening of the General Parts Warehouse branch in Charlotte, N. C.

The 12-hour open house included a buffet luncheon and a tour of the new 11,000-square-foot facility, a branch of the main warehouse in Sanford, N. C.

Orville Harpole of Atlanta, Ga., won second prize of \$500 in Perfection Automotive Products Corp.'s Silver Dollar Sweepstakes.

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**WINNING ACES!**

CHEMBOND Patches . . . for chemical repairs. Light weight and flexible with extremely tapered edges. Designed for hot or cold application. Three round and two oblong sizes to repair most injuries.

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Workbench Dispenser holds an assortment of CHEMBOND materials available and clean from dirt and grease. Contents: 120 small round, 30 medium oval, 30 small oval, 20 medium oval, 1/2 pt. CHEMBOND Cement, Buffer-Stitcher — all that is necessary for an ACE-perfect repair job.

**ACE RUBBER CO.**  
DALLAS 22, TEXAS



Belden Mfg. Co. of Chicago was presented with a Certificate of Appreciation by the Automotive Service Industry Association in recognition of Les A. Thayer's service as the 1960 ASIA president. Pictured are (l. to r.): C. S. Craigmire, Belden president; J. L. "Jack" Wiggins, ASIA executive vice president, and Thayer, who is Belden vice president—sales.

Waymon H. Sorrells has been appointed regional sales manager, automotive, for Permatex Co., Inc., in Florida and southeastern Georgia, working directly under Everett Gilmour, eastern divisional sales manager. A native of Jacksonville, Fla., Sorrells was formerly associated with the Simoniz Co. in the automotive products field.

G-6

**FLEET** Bipod  
**BUMPER JACKS**



The safest and easiest to use bumper jack ever built

Will not slip or tip under load. Hinged load rest fits all bumpers, including '61 cars.

Also heavy-duty service model. Ideal as an extra service jack in garage, shop or station and for road service calls.

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Your NAPA Jobber is a good man to know. He carries the complete line of FLEET lifting equipment.

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Three models  
No. 5-50 Passenger Car  
•  
No. 5-63 Passenger Car  
•  
No. 5-51 Service Model

#### Vellumoid Appoints Fisher

Robert N. Fisher of Barrington, R. I., has joined The Vellumoid Co. of Worcester, Mass., a subsidiary of W. R. Grace & Co., as marketing manager for replacement gaskets, according to Vellumoid Sales Manager Thomas G. O'Neil. Fisher was formerly manager of commercial research for American Sisalkraft Co., Division of St. Regis Paper Co.



**SAVE** Your Automatic  
**NOZZLES . . .**  
YOUR CUSTOMERS' CARS  
**NEW "Grip-Guard"**

**\$1 50**  
AT YOUR  
JOBBER

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FITS ALL FILL PIPES, grips at all temperatures to prevent nozzle from jumping out. Exclusive rubber compound resists gasoline, doesn't chip or flake, conducts static electricity, prevents marring car finish. BISHMAN No. 115 "Grip-Gard."

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Your reply will be held in strictest confidence. Send resume outlining experience to Box 208, SOUTHERN AUTOMOTIVE JOURNAL, 1760 Peachtree Rd., N.W., Atlanta 9, Ga.

## Gulf & Western Division Buys 31-Store Chain

AMERICAN Parts Co. of Houston, a parts division of Gulf & Western Industries, Inc., has acquired the Denver-based Hendrie & Bolthoff Co., a 31-store chain of wholesale distribution outlets, Thomas F. Plant, president of American Parts, announced.

"Acquisition of Hendrie & Bolthoff will extend American Parts' present distribution pattern into the Rocky Mountain states," Plant said, adding that the "companies have a combined sales of about \$16 million annually and will be purchased in an all-cash transaction."

Terms of the acquisition have been agreed upon by the H & B directors, Plant said, and confirmation is expected by stockholders at a special meeting which was scheduled for August 14.

H & B and its ten subsidiaries in the Casper Supply Co. group have wholesale operations in the automotive, industrial, electrical and hardware fields and blanket Colorado, Wyoming, Montana, South Dakota, Nebraska and New Mexico. The company will continue operations

under its present management, with no name change, as a unit of American Parts Co. H. G. Andrews will remain president.

During the past three years, Gulf & Western has expanded from a single product company with a net worth of \$2 million to a diversified distributing and manufacturing organization with a current net worth of \$10 million.

Anticipating the additional volume from companies to be integrated into Gulf & Western, Plant estimated sales in the next fiscal year would exceed \$50 million.

## Weatherhead Acquires Puritan Brake Fluid

AQUSITION of Puritan brake fluid, formerly marketed by Olin Mathieson Corp., has been announced by The Weatherhead Co., Cleveland, O.

In addition to the hydraulic fluid, Weatherhead will distribute a complete line of Puritan hydraulic brake parts, including hydraulic brake hose and fittings, steel brake lines, master and wheel cylinder assemblies and repair kits and automotive spotlight switches.

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No. 5-43  
Capacity,  
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Speeds up removal and replacement of transmission. Models for car and heavy truck use.

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complete line of  
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St. Joseph, Michigan



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- FOR ALL CARS

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Alan Sales Co.—Birmingham (B)  
Acme Air Appliance Co., Inc.  
Felt Products Mfg. Co.

Herman J. Downey—Birmingham  
Tungsten Contact Mfg. Co., Inc.

### ARKANSAS

Doyle Moore—Little Rock  
F & B Manufacturing Co.

### FLORIDA

R. L. Bridges & Associates—Gainesville (B) (AAR)

L & S Bearing Co.

Alemite Co. of Florida—Jacksonville  
Alemite Div.

Hirsig-Brantley Co.—Jacksonville (B)  
H. B. Egan Mfg. Co.  
Fram Corporation  
Golden Glide Dlv.

J. H. Jones—Jacksonville (B)  
Bishman Mfg. Co.  
Homestead Valve Mfg. Co.

J. E. Moon—Jacksonville (B)  
Gray Company

Floyd Ware—Jacksonville (B)  
L. R. Oatey Co.

John J. Somers—Largo  
World Bestos Corp.

Max Yaras—Tampa (AAR) (B)  
Ace Rubber Co.

### GEORGIA

Aaron & Bell—Atlanta (AAR) (B)  
Monroe Auto Equipment Co.  
Warner-Patterson Co.

Clark-Richards Co.—Atlanta (AAR) (B)  
American Grease Stick Co.

Carl Clifton—Atlanta (B)  
Chicago Rawhide Mfg. Co.

I. C. Dimmick—Atlanta (B)  
Champion Pneumatic Machinery Co.

Clarence Ethier—Atlanta (B)  
Homestead Valve Mfg. Co.

Gene Flke—Atlanta (AAR) (B)  
Storm-Vulcan, Inc.

J. L. Mattie—Atlanta (B)  
Otto-Items, Inc.

F. J. Merryman—Atlanta (AAR) (B)  
U. S. Axle Co.

Art Styron—Atlanta (AAR) (B)  
F & B Manufacturing Co.

Edward Zinnell—Atlanta (B)  
Lee Filter Corp.

F. H. Williams Co.—Covington (AAR) (B)  
Acme Air Appliance Co., Inc.  
Monkey Grip Sales Co.

Roy Lippincott—Decatur  
Champion Pneumatic Machinery Co.

W. M. Carlton—St. Simons Island (B)  
DL Products, Inc.

### KANSAS

Charles L. Sparks—Mission (B)  
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E. T. Leahy—Prairie Village (AAR) (B)  
Homestead Valve Mfg. Co.

### KENTUCKY

J. Paul Saunders—Bowling Green (AAR) (B)

Bishman Mfg. Co.  
Monkey Grip Sales Co.

Phil S. Crutcher—Louisville (B)  
Gray Company

Lee B. Hughes—Louisville (B)  
Acme Air Appliance Corp.

Storm-Vulcan, Inc.

### LOUISIANA

Arch Evans—Baton Rouge  
Coats Co.

Elwood Watson—Bossier City  
Otto-Items, Inc.

L. M. Cressy, Jr.—New Orleans  
Tungsten Contact Mfg. Co.

W. W. Dalrymple—Shreveport  
H. Clausen & Co.

### MARYLAND

H. S. Lindsay—Baltimore  
Kem Mfg. Co.

Merv Neal—Baltimore (B)  
F & B Mfg. Co.

Tom Wilmer—Baltimore (B)  
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Walter L. Breeding—Towson  
Champion Pneumatic Machinery Co.

### MISSISSIPPI

J. O. Park—Jackson  
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Guy M. Parker—Jackson  
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K. O. Lee Co.

Southern Sales Co.—Jackson (AAR)  
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C. Guy Keen—Meridian (AAR)  
Kem Mfg. Co.

Herman A. Shields—Meridian (AAR) (B)  
Muskegon Piston Ring Co.  
Precision Automotive Components Co.

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R. S. Black—Kansas City (B)  
Lee Filter Corp.  
Warner-Patterson Co.

C. N. Buettner—Kansas City (B)  
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American Grease Stick Co.  
Monkey Grip Sales Co.

Collins Carlyle—Kansas City (B)  
Ace Rubber Products, Inc.  
Tungsten Contact Mfg. Co.

Wayne S. Frey Co.—Kansas City (B)  
F & B Mfg. Co.

G. D. Heath Co.—Kansas City (AAR) (B)  
Spray Products

Charles H. Koslowsky—Kansas City (AAR) (B)  
Bishman Mfg. Co.

Frank Libby Co.—Kansas City (AAR) (B)  
Muskegon Piston Ring Co.

Mosher-Williams, Inc.—Kansas City (AAR) (B)  
DL Products, Inc.

M. H. Swanman, Inc.—Kansas City (AAR)  
Champ-Items, Inc.

Paul K. Wilcox Co.—Kansas City (AAR) (B)  
L. R. Oatey Co.

Don Ayd—St. Louis (AAR) (B)  
Bishman Mfg. Co.

George M. Gille—St. Louis (AAR)  
Champion Pneumatic Machinery Co.

Russ Nixon—St. Louis (AAR) (B)  
Felt Products Co.

Walter G. Punt—St. Louis (AAR) (B)  
Otto-Items, Inc.  
Tungsten Contact Mfg. Co.

### NORTH CAROLINA

Sidney Butz—Charlotte (AAR)  
Ace Rubber Products, Inc.

John Cain—Charlotte (B)  
Spray Products Corp.

C. C. Case—Charlotte (AAR)  
DL Products, Inc.

Larry Kidd Sales Co.—Charlotte (AAR) (B)  
Muskegon Piston Ring Co.

Walter F. Pope—Charlotte (B)  
DL Products, Inc.

Ben T. Ward—Charlotte (B)  
Otto-Items, Inc.

P. L. Wimberly & Assoc.—Durham (AAR) (B)  
L. R. Oatey Co.

J. S. Longdon—Greensboro  
Champion Pneumatic Machinery Co.

A. W. Mansfield—Greensboro  
Storm-Vulcan, Inc.

Ruark & Cox—High Point (B)  
Precision Automotive Components Co.

### OHIO

A. W. Hoffman Sales Co.—Cleveland  
DL Products, Inc.

O. T. Hillshafer—Newark  
Storm-Vulcan, Inc.

### OKLAHOMA

Llew Keller Co.—Oklahoma City (B)  
Coats Co.

B. A. Kline—Oklahoma City (B)  
Bishman Mfg. Co.

Jim Permenter—Tulsa  
Spray Products

L. T. Solomon—Tulsa  
Champion Pneumatic Machinery Co.

**SOUTH CAROLINA**

Sam Gendil—Columbia  
Felt Products Co.

**TENNESSEE**

C. R. Cunningham—Memphis (B)  
L. R. Oatey Co.

J. B. Skinner—Memphis  
Homestead Valve Mfg. Co.

P. Stubblefield—Memphis (B)  
Champion Pneumatic Machinery Co.

J. R. Sullivan—Memphis (AAR) (B)  
Chicago Rawhide Mfg. Co.

McEwen Cherry Co.—Nashville (AAR) (B)  
Champ-Items, Inc.

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Spray Products Corp.

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Tungsten Contact Mfg. Co., Inc.

**TEXAS**

Battle & Davis Sales Co.—Dallas (B)  
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Fitzgerald Mfg. Co.

F. J. Brogan—Dallas (AAR) (B)  
Felt Products Co.  
Monkey Grip Sales Company

B. B. Burk—Dallas (AAR) (B)  
Monroe Auto Equipment Co.

Caphton & McEvoy Co.—Dallas (AAR) (B)  
Kem Mfg. Co.  
Precision Automotive Components Co.

S. J. Cole—Dallas  
Southern Friction Materials Co.

J. S. Connell Co.—Dallas (B)  
Manley Valve Corp.

H. M. Cree Co.—Dallas (AAR) (B)  
Chicago Rawhide Mfg. Co.

Crockett-Jordan-Duncan Co.—Dallas (B)  
Spray Products Corp.

Sam Giller Sales Co.—Dallas  
Ace Rubber Products, Inc.

John D. Harvey Co.—Dallas (AAR) (B)  
Muskegon Piston Ring Co.

Hirsig-Frazier Co.—Dallas (AAR) (B)  
American Grease Stick Co.

W. F. Janowski—Dallas  
Storm-Vulcan, Inc.

Ralph Jeffress—Dallas (B)  
Golden Glide Div.

Lynn & Hemphill—Dallas (AAR) (B)  
Warner-Patterson Co.

McClintock Sales Corp.—Dallas (AAR) (B)  
Acme Air Appliance Co., Inc.

McDermott & Tighe—Dallas (AAR) (B)  
U. S. Axle Co.

Philip T. Miner—Dallas  
Homestead Valve Mfg. Co.

J. J. O'Connell, Jr.—Dallas (B)  
Otto-Items, Inc.

W. Frank Russell Co.—Dallas (AAR) (B)  
L. R. Oatey Co.

Vogel-Swygard Associates—Dallas (B)  
Bishman Mfg. Co.  
Champion Pneumatic Machinery Co.

Bradley Wayne—Dallas  
Lee Filter Corp.

O. C. Zell—Dallas (B)  
Storm-Vulcan, Inc.

Automotive Sales Co.—Ft. Worth (B)  
F & B Mfg. Co.

Neal Greenfield Sales Co.—Ft. Worth  
Tungsten Contact Mfg. Co., Inc.

Keller-Hyden, Inc.—Ft. Worth (AAR) (B)  
Champ-Items, Inc.  
DL Products, Inc.

Jack Anderson Sales Co.—Houston  
Homestead Valve Mfg. Co.

J. B. Sampson—Houston (B)  
Gray Co.

**VIRGINIA**

T. S. Armistead—Richmond (B)  
Homestead Valve Mfg. Co.

Chaney & Co.—Richmond (AAR) (B)  
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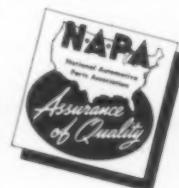
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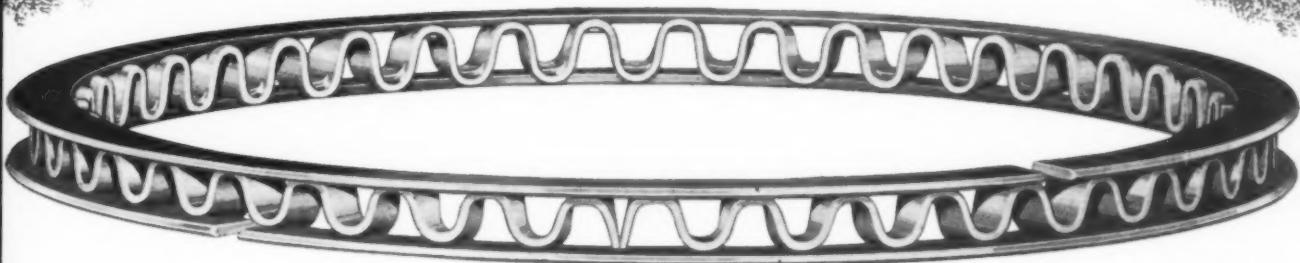
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## *Flex-Vent Oil Ring with stainless steel expanding spacer*



U.S. Pat. 2,656,230

### *Easiest to install—can't go in wrong... Greatest oil drainage—can't clog*

Now you can get a conformatic oil ring that's easy to install—and won't plug up.

It's Hastings Flex-Vent—the world's easiest ring to install. Spacer and rails spiral-on in no time flat . . . and you can't install them incorrectly, even if you tried.

Hastings Flex-Vent has the greatest drainage of all oil rings. You can *see* the ample ventilation that assures efficient drain-back—prevents clogging—gives long-lasting oil control.

The stainless steel spacer resists corrosion and prevents build-up of sludge and carbon deposits. Built-in tension makes this ring conform to cylinder walls in straight, tapered or out-of-round bores. Side sealing is built-in, too—for positive oil control.

Hastings Flex-Vent assures the same remarkable oil control you've always enjoyed in Hastings Steel-Vent . . . assures the same freedom from come-backs . . . better profits . . . satisfied customers from the start.

TOUGH BUT OH SO GENTLE



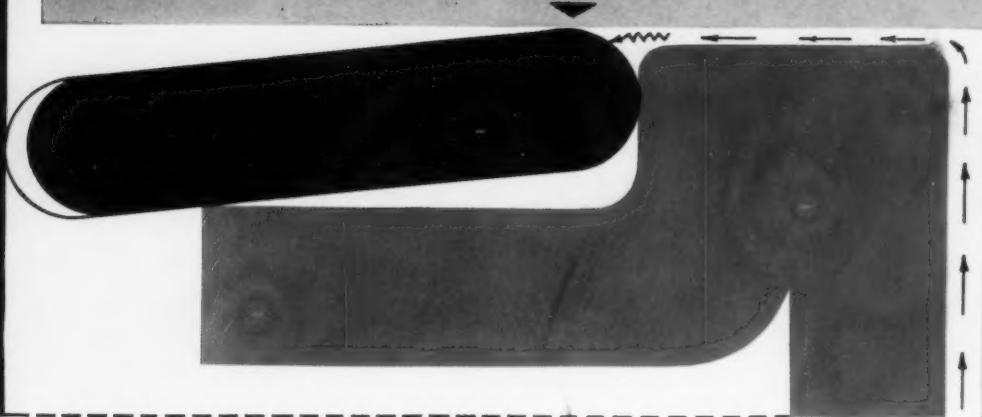
TOUGH on oil pumping GENTLE on cylinder walls

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN

Piston Rings, Oil Filters, Casite Additives, Spark Plugs

how the shoulders of the RAMCO BACKBONE seal rails against the groove—to stop high vacuum oil pumping

OIL SEAL HERE



There is a difference in modern, self-expand oil rings—especially the Ramco C-9.

The difference we show here is the backbone construction of the C-9—and how its activating shoulders give your rings side of groove sealing.

You've seen how it works. The C-9 won't let oil get from behind the ring because the shoulders are slightly angled. This angle—precisely engineered—gently presses the rail against the side of the groove, both top and bottom—and won't let oil pass. This adds to the ring's effectiveness in stopping oil pumping.

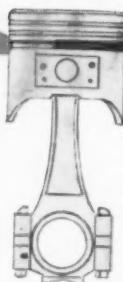
Next time you install a Ramco C-9, look for this difference. Feel the shoulders, note the strength. And after you've installed it, note the effectiveness. It works.

*the*  
**backbone**  
*makes the*  
**difference**



Side of groove sealing is only one of the many differences the Ramco backbone brings you. They are all described in our folder: "BACKBONE FACTS." See your Ramco Jobber, or write for your free copy:

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**RAMCO MODERN POWER  
PISTON RINGS**

